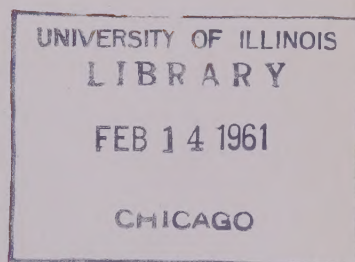




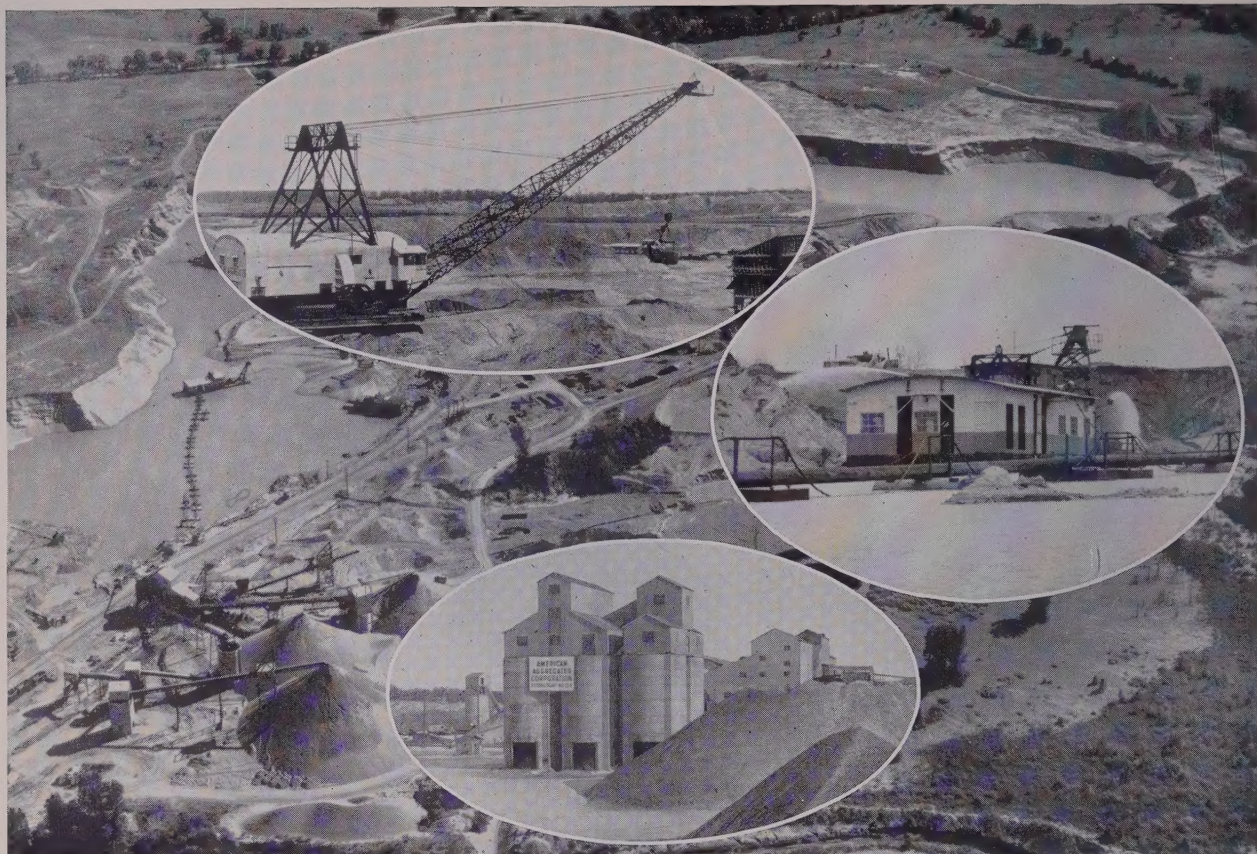
"The Dome" (Cathedral, Florence, Italy) by American artist Randall Morgan (1920-). Courtesy of The Detroit Institute of Arts

THLY BULLETIN, MICHIGAN SOCIETY OF ARCHITECTS • AUG. 1960 • 50c



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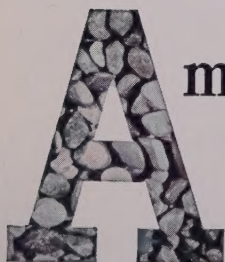
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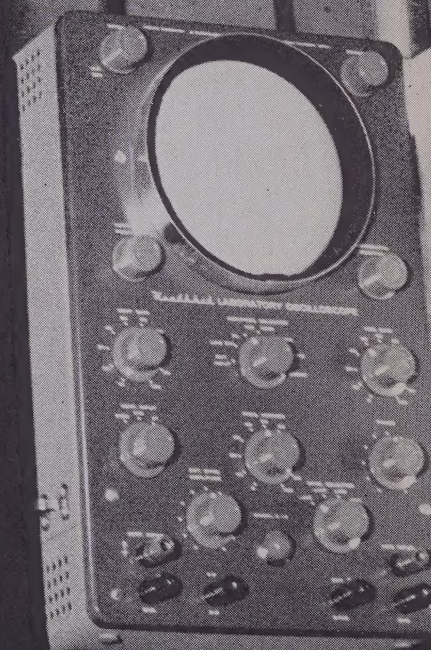
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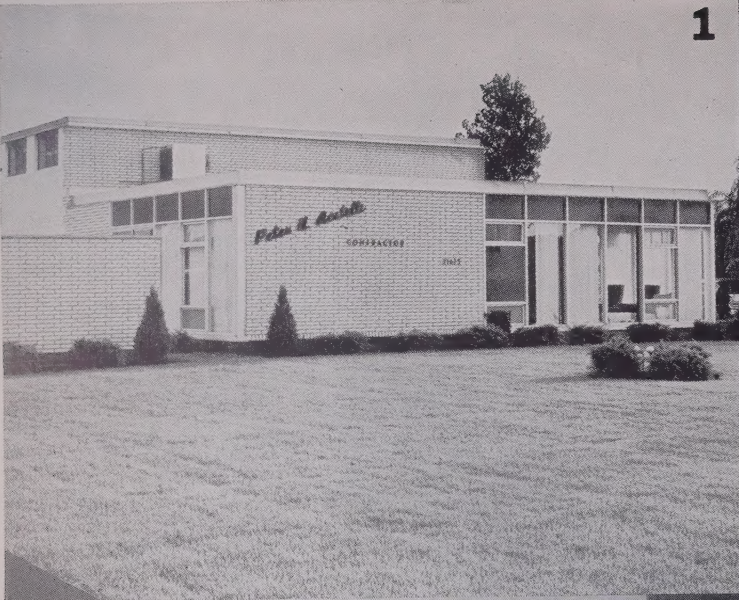
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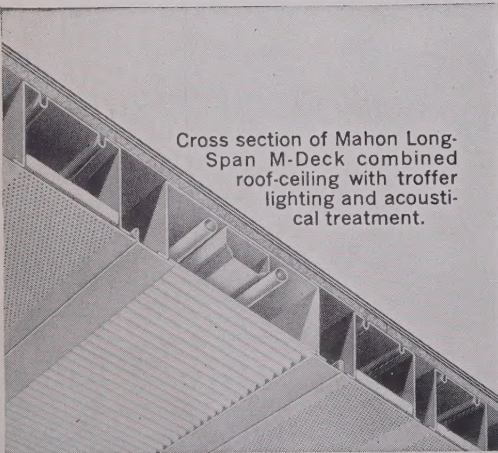
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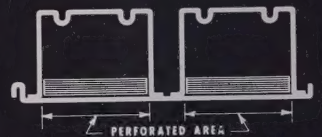


Cross section of Mahon Long-Span M-Deck combined roof-ceiling with troffer lighting and acoustical treatment.

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1 Mahon Long-Span M-Deck was meaningfully used in this "twin" facility at Livonia, Michigan. For the offices of contracting firm, Peter H. Acitelli, Inc., with its . . .

2 . . . attractive reception area, Mahon Long-Span M-Deck was used as structural members to span wall-to-wall, as a roof-deck system and also served as a . . .

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Feature Section

Recently we published in the Bulletin the following letter:

In comparison with most issues of the Monthly Bulletin, the Frank Lloyd Wright issue was an oasis in an architectural desert and much appreciated.

It seems unfortunate that our professional publication should, in so many cases, give recognition to some of the hum-drum, mediocre work done by some local offices. I'm sure most of the general public would look upon publication in the Bulletin as a sign of quality work and high professional regard. I for one feel you should be more selective in the work being featured.

If not enough good work is being done locally to fill twelve tissues, why not devote three or four issues a year to feature the work and philosophy of men like Wright, Nervi, Saarinen, Corbusier, Yamasaki, Mendelsohn, etc., even if they are not all LOCAL. — DARIO BONUCCHI, associate, Detroit Chapter, AIA

Some members of the Detroit Chapter AIA Board have expressed the belief that this criticism has some merit, that there should be some screening.

The Bulletin is published for the architects of Michigan, and any member who

so requests is entitled to have his work featured. Even though every issue is not an "oasis," and all material featured is not of the best, the featuring of members' work serves a good purpose. At any rate, it gives other members an impression of what the featured architect is like. How often have you been asked about another architect and you had to answer, "I don't know. I have never seen any of his work."

No one ever likes all that is in all magazines, but occasionally he "strikes gold," and this makes the whole thing worthwhile. Taste is an individual matter. What's one's meat is another's poison. It is probably true that there are instances where magazines reject better material than they publish—at least in the eyes of some.

It must be obvious that the general run of the architect's work is more or less routine. That is, it is dictated by the client's needs, and if an architect meets these needs, he has generally done a good job. Because of costs and other factors, every project can't be a masterpiece, and when architects try to accomplish this clients will turn away to more practical methods of securing their buildings.

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ASSOCIATION representing a segment of the building industry, with headquarters in Chicago, seeks an architect to develop and carry out a program to assist architects in the use of its product. — Box 187

Table of Contents

National Architect	7
Mackinac Conference	10-15
Seymour J. Levine, A.I.A.	17-24
Hawthorne & Schmiedeke, Architects	25-32

MSA	33	Builders & Traders of Grand Rapids ..	43
Institute Issues	35	Producers' Council, Inc.	45
Robert Frank Hastings, A.I.A.	37-39	Products News	47
Builders & Traders of Detroit	41	Bulletin Board	48
Builders & Traders of Lansing	42	Advertisers Index	48

Monthly Bulletin, Michigan Society of Architects, Volume 34, No. 8

including National

Architect

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PROFESSOR L. ROBERT BLAKESLEE, AIA, of the Department of Architecture, University of Detroit, was a member of the jury for the recent "1960 Parade of Homes," presented by Metropolitan Home Builders Research, Inc., of Greater Milwaukee.

The project was sponsored by the Metropolitan Builders Association, of Milwaukee, a chapter of the National Association of Home Builders.

The local group selected a winding street in suburban Milwaukee, with 20 lots—a self-contained subdivision. Every house on the street was architect-designed, and all were entered in the competition. Practically all of the houses were furnished and put on display.

The architect-jury included also Leonard Wolf, AIA, of the Department of Architecture, Iowa State University, and C. Edward Ware, AIA, President of the Northern Illinois Chapter, AIA. This jury chose a house, for both exterior and interior, designed by Frederick J. Schweitzer, AIA, and built by Heidel Homes, Inc.

Another jury, of women, headed by the wife of Milwaukee's mayor Henry W. Maier, chose, for the best exterior, a house designed by Edward John Schrang, AIA, and built by Heinz Fischer Construction Co.; for the best interior: a design by Kinnick, Gunderson & Prell, Architects, built by William Kilps Sons.

A third-jury, of three architectural students from the University of Wisconsin, also chose the KG & P house for the best exterior. They placed first, for the best interior, a house designed by Ned E. Fischer, AIA, built by Mathews Enterprises.

The Metropolitan Builders Association, of Milwaukee is certainly to be congratulated for its program toward better home design and for the excellent publicity given the project.

Architectural Jury (l. to r.): C. Edward Ware, AIA; L. Robert Blakeslee, AIA and Leonard Wolf, AIA



In addition to a 126-page book on the subject, a prodigious amount of space was given the project by local newspapers. To encourage visitors, many prizes were offered, including a first prize of an automobile.

BARRY BYRNE, AIA, senior member of Byrne & Parks, Evanston, Illinois was presented with the Building Stone Institute award for distinguished use of stone by Les Stennette, President of the trade group which represents quarry owners, stone fabricators and stone dealers in the United States and Canada, an industry doing over \$250,000,000 volume annually.

The Award presentation was part of the BSI Seminar program devoted to the study of new methods of advertising, marketing and fabricating stone.

Paul B. Brown, AIA, vice president of the Detroit Chapter of the AIA and Charles A. OBryon, president of the Michigan Society of Architects spoke on the "New Stone Age in Architecture."

"This Award is given to Mr. Byrne in recognition of the outstanding creativity with which he has used natural stone to epitomize, in contemporary church architecture, the spiritual strength of the church and the dignity it requires," Mr. Stennette said in making the Award.

"Stone is the perfect construction material to express the spiritual values of religious faith," said Mr. Byrne whose designs for contemporary churches, in the shape of a fish . . . the ancient symbol of Christ have won world-wide recognition for their functional beauty.

"I have used natural stone in churches I have designed because it produces the monumental effect essential to the house of worship more readily than any other material," Mr. Byrne said. "Stone has special advantages in achieving the curved design of the fish symbol because it is a highly flexible construction material."

Excerpts

PAUL B. BROWN, AIA, a vice-president of the Detroit Chapter of the A.I.A. discussed "Stone and Contemporary Architecture," at the BSI luncheon.

Certainly no stranger to the use of stone in architecture, Mr. Brown, who also is a vice president of the Detroit architectural and engineering firm of Harley, Ellington & Day, Inc., has been directly concerned with the design of such projects as the Department of State Building, Washington, D. C., and locally, the City-County and Veterans Memorial Building — all of which are noted for their use of stone.



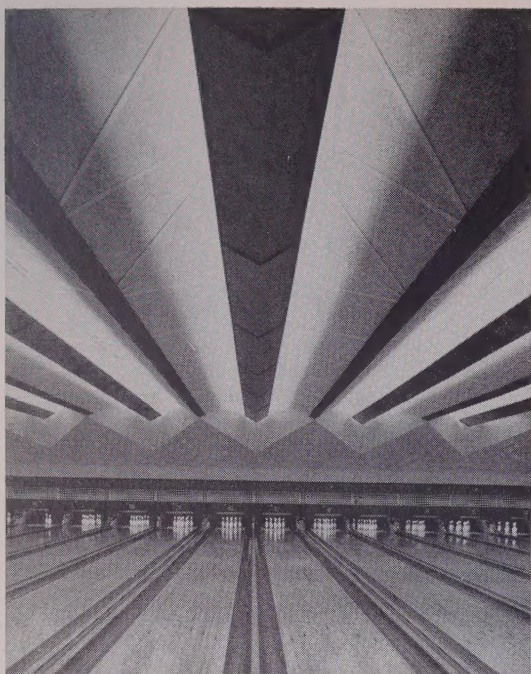
Left to Right: Gen. C. J. Hauck, President Indiana Limestone Co.; Barry Byrne, AIA, Award-Winning Architect; Les D. Stennette, President Building Stone Institute

Brown pointed out that ever since the early Assyrians clothed their walls in carved slabs of alabaster and limestone, architecture has been marked by a continuing search for new construction techniques and a more satisfactory use of building materials. Never has this search been as intense as today, when our engineering skill encourages inventiveness in both the structure and materials of building. Many new concepts and products appear and, by trial and test, find their appropriate use as well as their limitations; some are short-lived, while those which survive enrich the architect's palate, giving him greater freedom in design.

To deny that the recent developments toward a skin-wall type of construction, in which pre-assembled units are readily fitted onto a structural frame, are inherently sound would be to ignore this continuing revolution. To assert, however, that curtain wall construction has become a fully satisfactory expression for architecture would be equally invalid. Acres of graph-paper monotony on facades of all sizes from Main Street to Manhattan are ample evidence. These too-often sterile results from a system of construction that makes excellent sense, would appear to result from the absence of three important qualities in building facades — interesting patterns, color, and texture. In supplying these qualities to contemporary design would seem to lie a field for major contribution by the stone industry.

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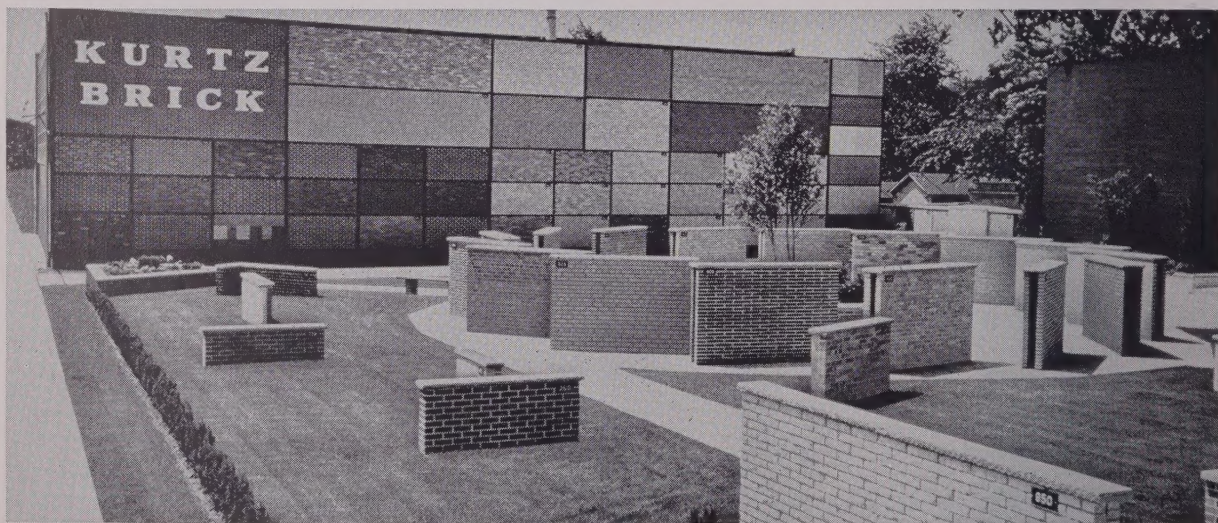
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Cover Story

WELTON BECKET, FAIA, of Los Angeles, California, was the subject of a cover story in Business Week of June 25, 1960. On the cover was a picture of Mr. Becket with the new Kaiser Center in Oakland, Calif. in the background, and the caption: "Welton Becket is the kind of big architect business men are working with to get buildings like Kaiser Center."

The six-page article, entitled "Designing a Showcase for Industry," gives an interesting insight into the development of the \$45,000,000, 28-floor structure known as Kaiser Center in Oakland, Calif. The article continues:

"Any one of a dozen architectural firms could have done the job, but Kaiser picked Becket, without considering any alternatives, largely because of Becket's previous work for him. As his first job for Kaiser, Becket remodeled Kaiser's New York offices, in which Kaiser materials are integrated into all aspects of the decor. Next, Becket was recommended by Fritz B. Burns—Kaiser's partner in several Hawaiian housing projects—to design Kaiser's Hawaiian Village hotel complex in Honolulu. Kaiser's satisfaction with this job, plus Becket's 30-year career as a top Western architect with nearly \$2-billion worth of work put in place, got Becket the Kaiser Center contract."

The article points to the creation of Kaiser Center as an example of architect-client relationship "so important today as more office structures are built for prestige value, or operating efficiencies, or rental space. Becket thinks in terms of the client's problems and feels that the architect who imposes his ideas over the client's needs is corrupting that responsibility."

"Other renowned architects agree with this trend away from trademark architecture. Charles Luckman, whose firm does a fourth of its work in offices, says that keying each project to the way the company does business automatically in-

sures the individuality of each project. Eero Saarinen of Detroit believes the heart of a design approach lies in a problem—often far from aesthetic—that must be solved."

Other excerpts:

"Becket's relationship with Kaiser embodies many of the rules now considered essential to a successful office project. One example was his selection as architect at the time Kaiser and Burns were looking for a site. 'Bring the architect in on site selection, and don't plan the building before the site is picked,' says Becket. Kaiser originally wanted his center next to a Hilton Hotel project in Oakland. Becket quickly pointed out that the space available would meet only one-fourth of Kaiser's needs. So Burns found another site on Oakland's Lake Merritt, and Kaiser decided to build an entirely separate office facility there . . ."

"Architects can be rated according to their fees, but these are controlled at one end by a strict schedule of minimum—5% to 8%—set by the American Institute of Architects and at the other by fierce competition. Also many architects are switching to lump sum or times/payroll contracts, both to insure their fees and to end the profession's ethical headache over fee-cutting."

(This is one statement that should be qualified by the fact that the scheduled is only recommended—not mandatory.)

"Actually, Becket thinks his firm will be lucky to make its fee on Kaiser Center, since a good part of the profits were eaten up by research time that could not be charged to Kaiser, as well as model and mock-up work to prove that the idea would work. But Becket says, 'Kaiser Center is the sort of job you do for other business it will bring in . . .'

"Becket feels that an important function of the architect of the future will be master planning and economic studies of entire city areas as well as smaller areas."

"This belief is shared by William

Pereira of Los Angeles . . . Becket and Pereira, although they have different architectural ideas, have other things in common: When Becket moves into new offices in Beverly Hills next month, Pereira will take over Becket's old offices.

"I'm hoping to get some of the drop-in trade," says Pereira."

BROOKLYN CHAPTER, AIA has elected Herbert Epstein President; Charles M. Spindler VP; David M. Cybul, Secretary and Anthony J. Amendola, Treasurer.

DETROIT CHAPTER, American Institute of Architects announces its schedule of meetings for the 1960-61 season as follows:

September 13, October 19, November 17, December 13, 1960 and January 18, February 15 and March 14, 1961.

No Chapter meeting will be held in April, 1961. Instead the Chapter will join with the Michigan Society of Architects at its annual convention in Detroit.

The May meeting will be the annual joint meeting with the three student chapters of the AIA—at University of Michigan, University of Detroit and Lawrence Institute of Technology. This year the University of Michigan will be host. The exact date has not been set.

Except for the student meeting, all will be held at The Engineering Society of Detroit, all are dinner meetings and there will be a reception with refreshments at 6:00 p. m. preceding the dinner. Speakers and other details of the programs have not been determined. The Chapter Board of Directors meets at 4:00 p. m. the same days as the Chapter meetings.

PROFESSOR RALPH W. HAMMETT, AIA, of the College of Architecture and Design, University of Michigan, will leave for Europe, August 5, to spend the remainder of the year on historical research. Mrs. Hammett will accompany him.

Professor Hammett, also practices architecture in Ann Arbor.

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6:00 P.M.—Cocktail Party, Casino
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7:00 P.M.—Dinner, Main Dining Room
(All meals American Plan)

10:00 P.M.—Dancing, Terrace Room

FRIDAY, AUGUST 5, 1960

8:00 A.M.—Breakfast, Main Dining
Room

9:30 A.M.—MSA Business Meeting,
Club Room, President
Charles A. OBryon, Pre-
siding

10:30 A.M.—Relaxation and Recreation

11:30 A.M.—Luncheon, Main Dining
Room

12:30 P.M.—Golf Tournament, Men and
Women, Frank E. North
and Charles J. Mock, (Co-
Chairmen). Register at reg-
istration desk

3:00 P.M.—Ladies Tea at Governor's
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5:30 P.M.—Cocktail Party, Casino Room

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6:30 P.M.—Dinner, Main Dining Room

10:30 P.M.—Dancing, Terrace Room

SATURDAY, AUGUST 6, 1960

8:00 A.M.—Breakfast, Main Dining Room

10:00 A.M.—Seminar: Club Room, Introduction by Bernard J. DeVries, A.I.A., Western Michigan Chapter, Conference Vice-Chairman

Speaker: Leonard E. A. Batz, P.E.

Subject: "Population Explosion"

12:00 P.M.—Buffet Luncheon, Casino Room

1:30 P.M.—Relaxation and Recreation with time for many things: Swimming in the Serpentine pool, horseback - riding, bicycling around the island, tennis, visiting the historic old fort, or buying famous Mackinac fudge for friends

6:30 P.M.—17th Annual Mid-Summer Conference Banquet, Casino Room

President Charles A. OBryon, Presiding

Toastmaster: Clair W. Ditchy, F.A.I.A., past president of the American Institute of Architects

Presentation of Prizes and Awards

Architectural Award of Excellence to Albert Kahn Associated Architects & Engineers, Inc. by the American Institute of Steel Construction

Speaker: Dr. George Cline Smith, vice president of F. W. Dodge Corp, New York

Subject: "Business, Babies and Buildings"



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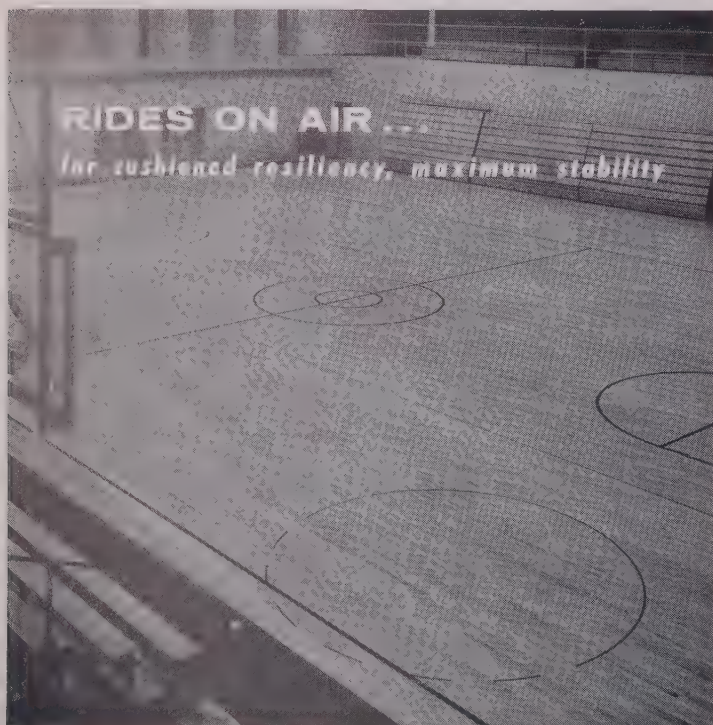


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Women's Activities for MSA Conference at Grand Hotel

WOMEN'S ACTIVITIES for the Michigan Society of Architects' 17th Annual Midsummer Conference at Grand Hotel, Mackinac Island, are headed by Mrs. Frederick Jean Baptiste Sevald, Jr. as Chairman and Mrs. Amedeo Leone as Vice Chairman.

Their Committee includes Mrs. Clifford Edgar Gibbs, Mrs. Charles Austin OBryon, Mrs. Charles Hutchins MacMahon, Jr., Mrs. Clarence Lawrence Waters, Mrs. George Burton Savage, Mrs. Gerald George Diehl, Mrs. George W. Sprau, Mrs. Talmage Coates Hughes, Mrs. Harvey Clee Allison, Mrs. Lyaal Henry Askew, Mrs. Clarke Edgar Harris, Mrs. Earl Gustav Meyer, Mrs. Auldin H. Nelson, Mrs. David E. Post, Mrs. Louis Gordon Redstone, Mrs. Walter Benjamin Sanders, Mrs. Malcolm Roderick Stirton, Mrs. Frederick Elliott Wigen, Mrs. La Vern James Nelsen, Mrs. Frederick John Schoettley, Mrs. Philip Newell Youtz, Mrs. James Barr Morison, Mrs. William

Henry Odell and Mrs. Bernard J. DeVries.

Others are Mrs. Robert F. Hastings, Mrs. Charles V. Opdyke, Mrs. Vincent T. Boyle, Mrs. M. Eugene Hannum, Mrs. Arthur K. Hyde, Mrs. Paul B. Brown, Mrs. William Lyman, Mrs. Bruce H. Smith, Mrs. Robert L. Freeman, Mrs. Gordon A. Belson, Mrs. F. Gordon Cornwell, Mrs. Claude D. Sampson, Mrs. Daniel W. Toshach, Mrs. Robert S. Gazall, Mrs. William A. Spears, Mrs. C. Russell Wentworth, Mrs. Edward S. Parker, Mrs. Eugene L. Hambleton, Mrs. Charles J. Mock, Mrs. Suren Pilafian, Mrs. L. Robert Blakeslee, Mrs. Ralph W. Hammett, Mrs. C. Allen Harlan.

Mrs. Roger Allen, Mrs. Harold Binder, Mrs. H. Sanborn Brown, Mrs. Samuel Burtman, Mrs. George F. Diehl, Mrs. Clair W. Ditchy, Mrs. Donald Forrest, Mrs. Marshall Fredericks, Mrs. Edward Grabowski, Mrs. Ross Griffith, Mrs. Henry C. Hall, Mrs. Trevor Hall, Mrs. Albert G. Hann, Mrs. Paul Hazelton,

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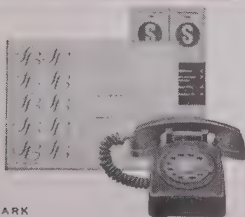


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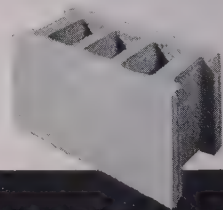


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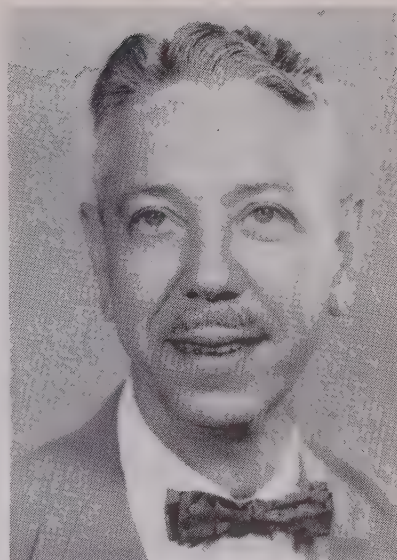
Seminar Speaker

LEONARD E. A. BATZ, P. E., equipment design engineer, AC Spark Plug Division of General Motors, has been an engineer with AC since 1943. He has been on special assignment to promote a broader interest in science, with special emphasis on the uses of gyroscopes in missiles, aircraft, and space vehicles.

He attended the University of Detroit in 1929, and was graduated from The Johnson School of Engineering, Boston, in 1932. He also is a registered professional engineer.

Before joining AC, he worked with Buick and Chevrolet Motor Divisions in auto body layout, tool design, and engineering positions. His earlier associations were with Flint Motor Co., American Car and Foundry, Briggs Body Corp. and Murray Body Corp.

Batz, a frequent speaker at civic groups, teaches the P. E. Engineering Law and Ethics Refresher Course at the Mott Foundation, Flint, and is a member of numerous professional and community societies. Among them are the



LEONARD E. A. BATZ, P.E.

National Society of Professional Engineers, Michigan Society of Professional Engineers, Michigan Association of Professions (Map), Optical Society of America, and Flint Industrial Executive Club.

The Biddle House Restoration Committee Welcomes Your Contribution



1958



1960

BIDDLE HOUSE RESTORATION COMMITTEE

A. N. "Gus" Langius, F.A.I.A., Chairman
120 MADISON AVE., DETROIT 26, MICH.

Dear "Gus":

Please count me in as a contributor to the Restoration of Historic Biddle House on Mackinac Island. I want the job finished. It will be a splendid tribute by the building industry of Michigan.

I pledge \$ _____ ☐ Bill me
☐ Check herewith

SIGNED _____

COMPANY _____

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You Have a Right To Be Proud of This

YES these are pictures of the Biddle House on Mackinac Island. They indicate what has been accomplished with the \$40,674.00 in cash contributed by some 700 members in Michigan's Building Industry. They could not possibly show how masterly and painstakingly the old structure was dismantled, catalogued, and then rebuilt as it once was. There is little doubt this venerable House is ready to again withstand many, many more Mackinac winters, and that it will be there each new Season to greet the thousands of visitors and others who will come to that most historic and picturesque island in the Straits of Mackinac. Biddle House now stands as a gift to the People of Michigan from the Great Building Industry. It will serve in years to come as a symbol of the Industry that wanted it saved because it is such a significant architectural example of the past and because it exemplifies a truism—"Well-building hath three conditions: commodity, firmness and delight" . . .

YES the job is almost finished. The Committee hopes that this summer during the Mid-Summer Conference of the Michigan Society of Architects, this worthy Building Industry Memorial can be returned to the Governor of Michigan and the Mackinac Island State Park Commission . . . who will protect and keep it for future generations. Every contributor will have a life long pass to this relic of Michigan's great heritage . . .

YES every contributor, too, (\$10.00 or more) will be recorded in a handsome leather bound restoration document which will tell the story of Biddle House . . . This document will be kept on display in the House with treasures of the Biddle House period. The amount of each contribution will not be indicated except that Gold Star contributors (\$500.00 or more) will be listed separately as such . . .

YES . . YES . . YES we are short about \$7,500.00 to finish the job—\$5,500.00 of this amount is already due a faithful and sincere contractor who, along with the members of the Committee, proceeded with the work with full confidence the Building Industry would come through. We don't want others to take over at this point—Do We—

IF YOU ARE a noncontributor, won't you join us? We need help—and badly too . . . If you have already contributed, an additional gift of 15% of your original contribution would assure SUCCESS. It's deductible!

LET'S FINISH THE JOB—IT IS AND WILL BE A CREDIT TO THE PROFESSION AND THE INDUSTRY.

Mail A Much Needed Contribution To
THE BIDDLE HOUSE RESTORATION COMMITTEE, 120 MADISON AVENUE, DETROIT 26, MICHIGAN

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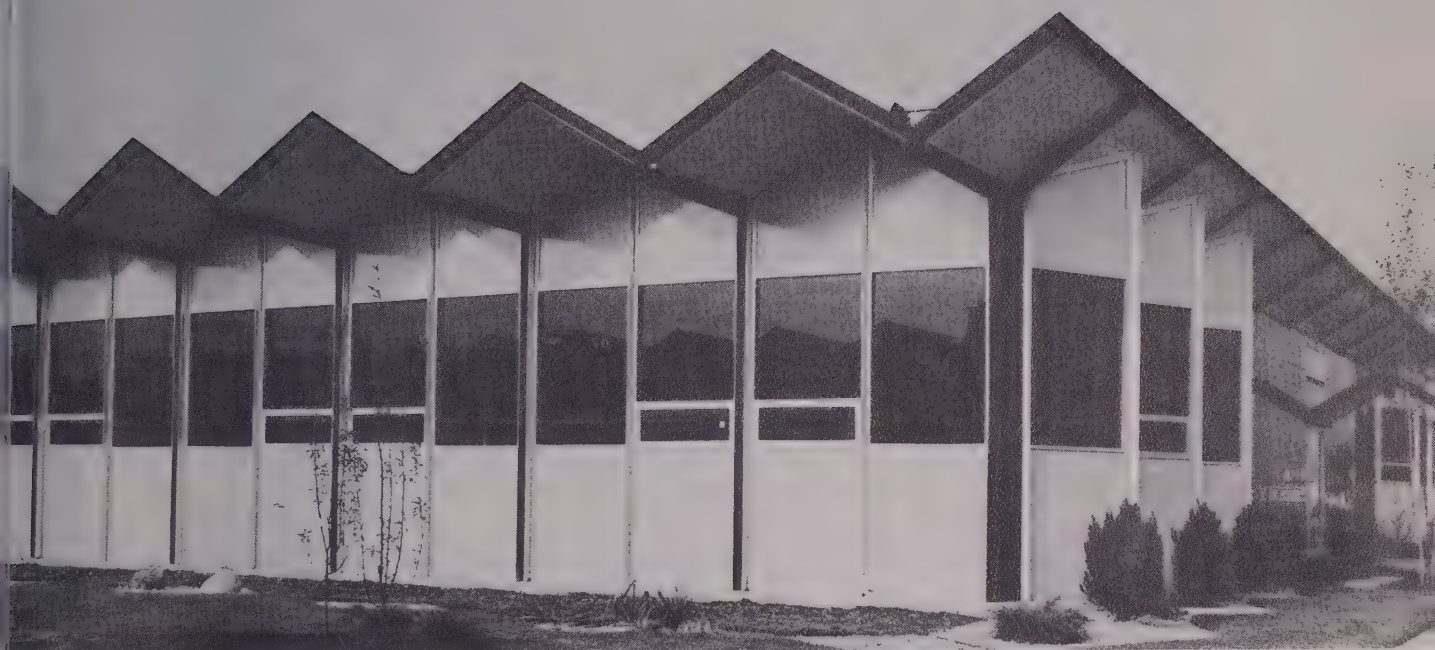
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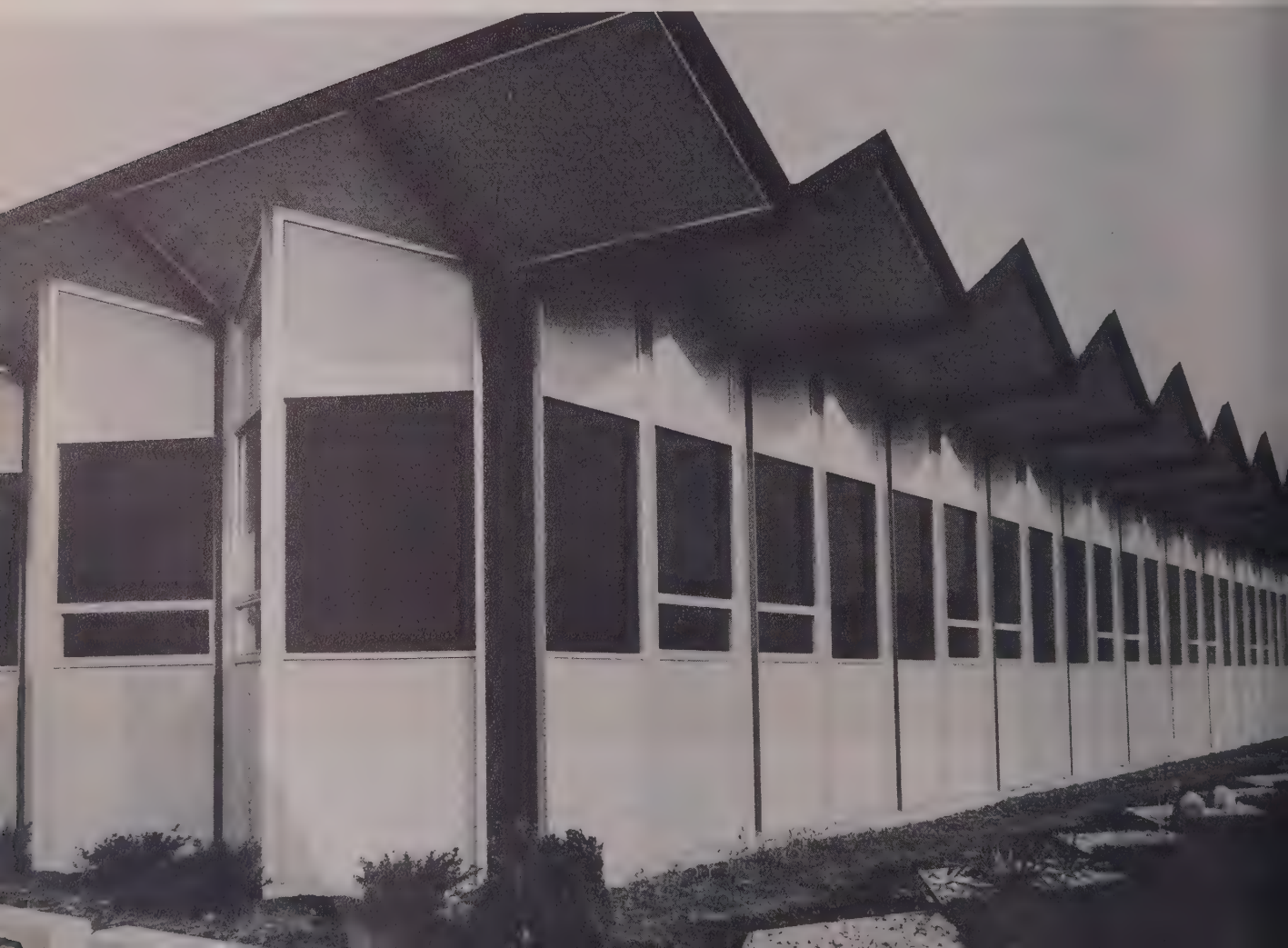
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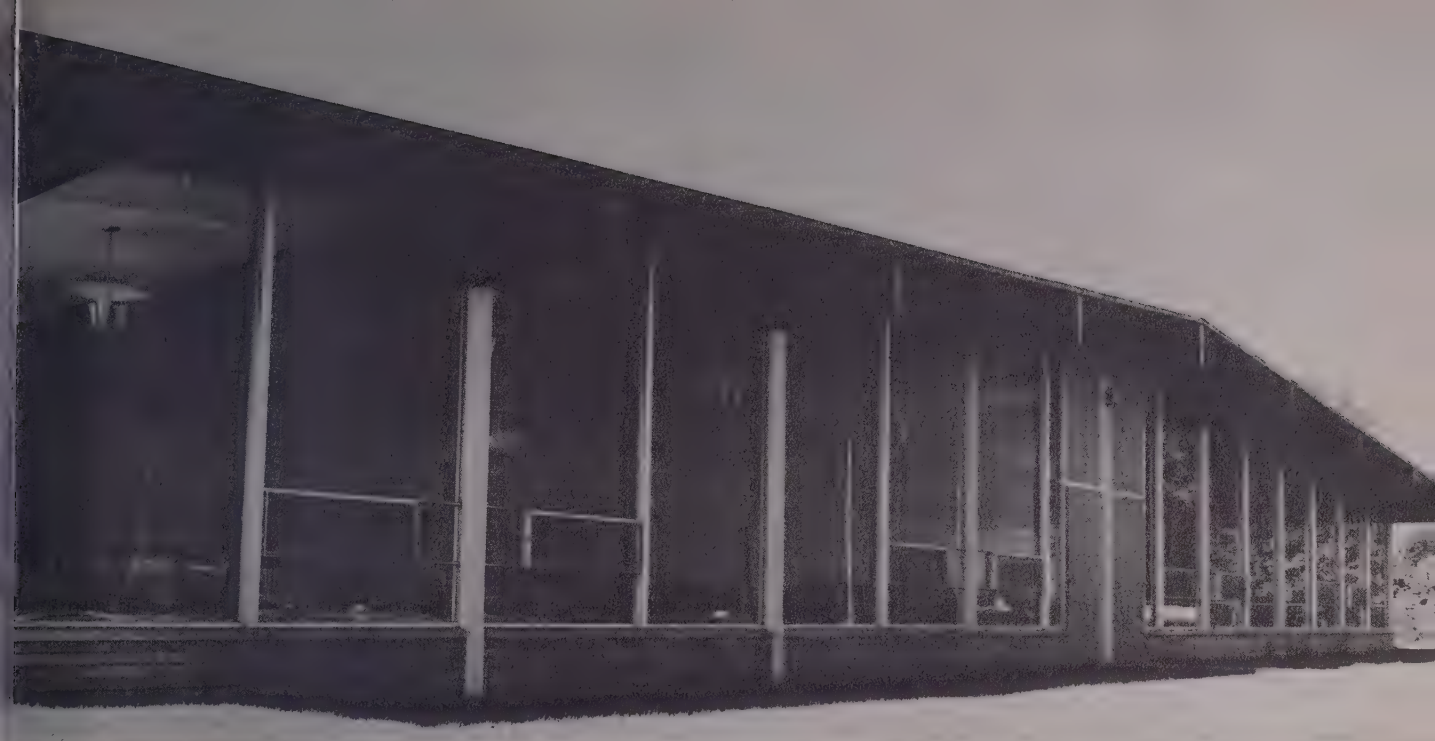


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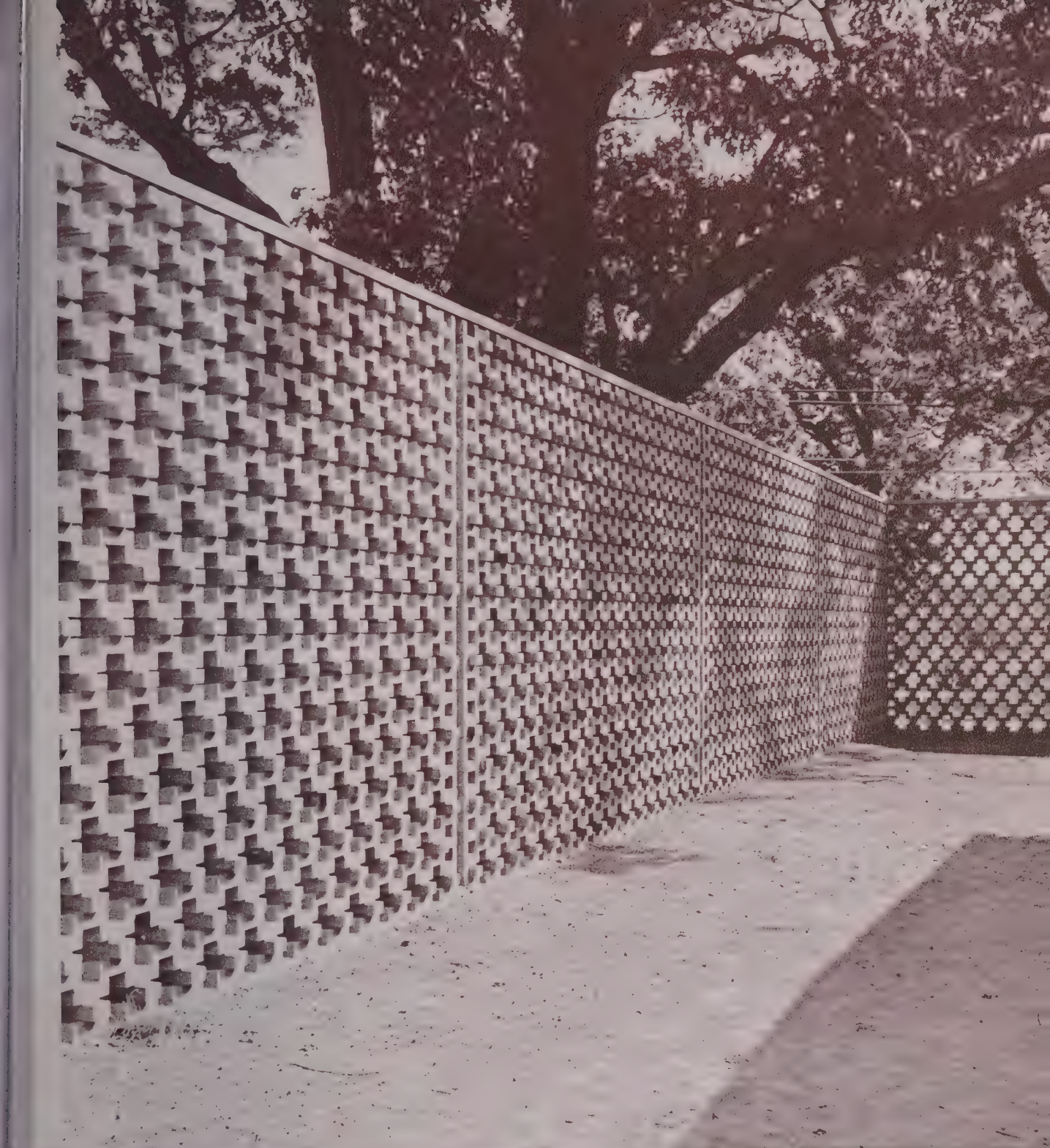
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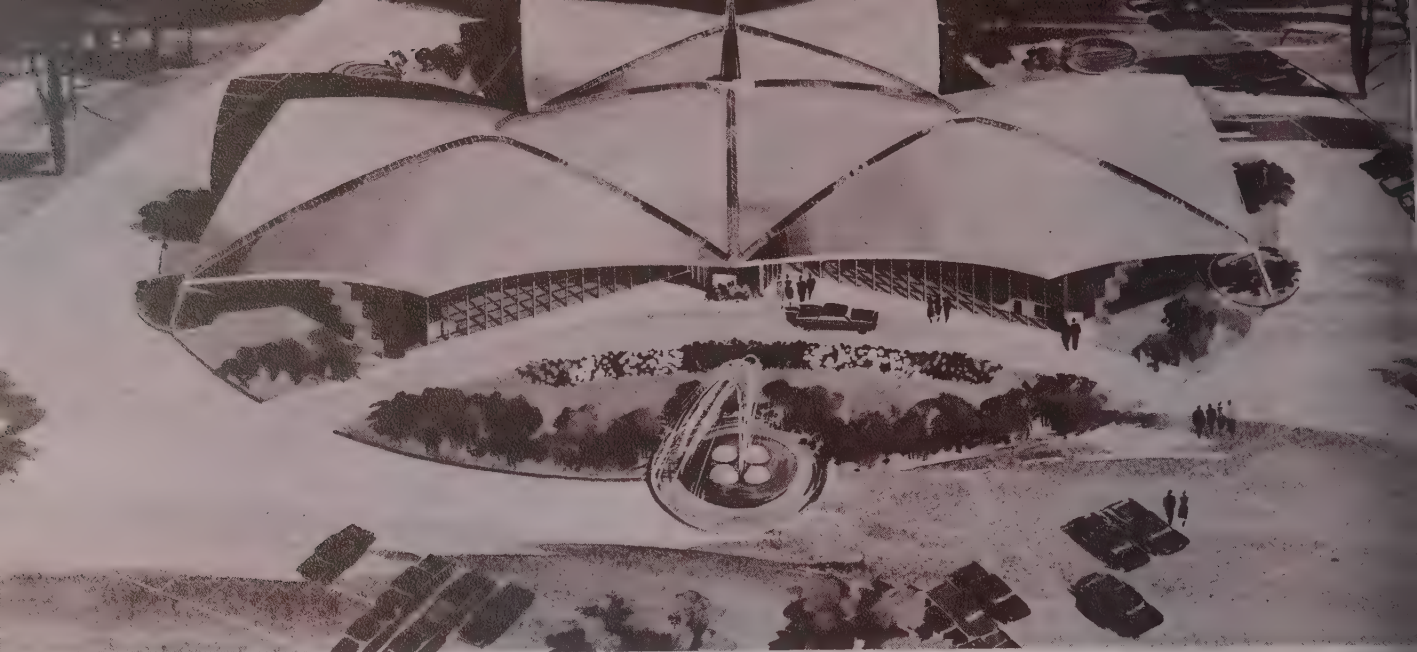
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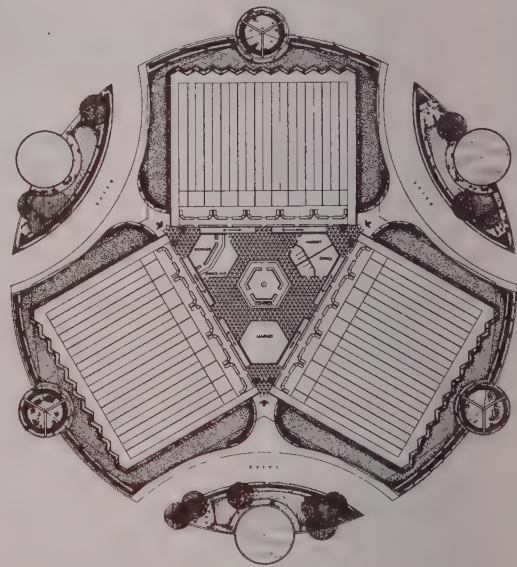
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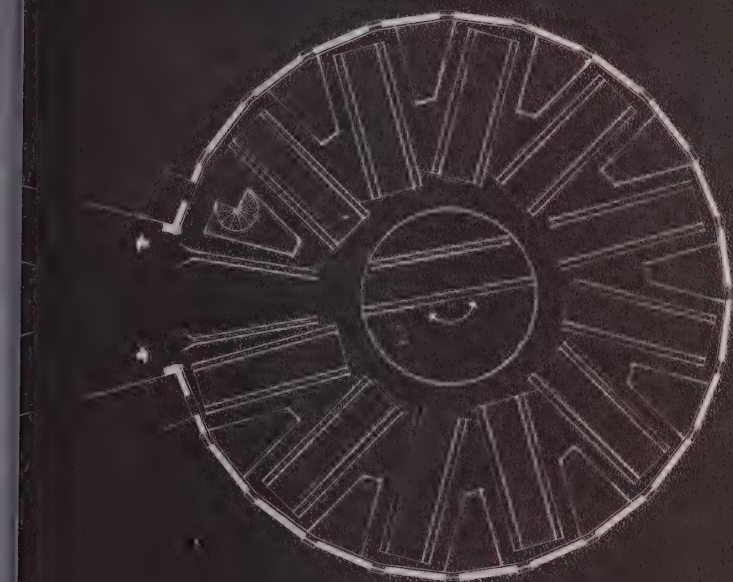


AWARD CITATION * DESIGN AWARDS PROGRAM—1959



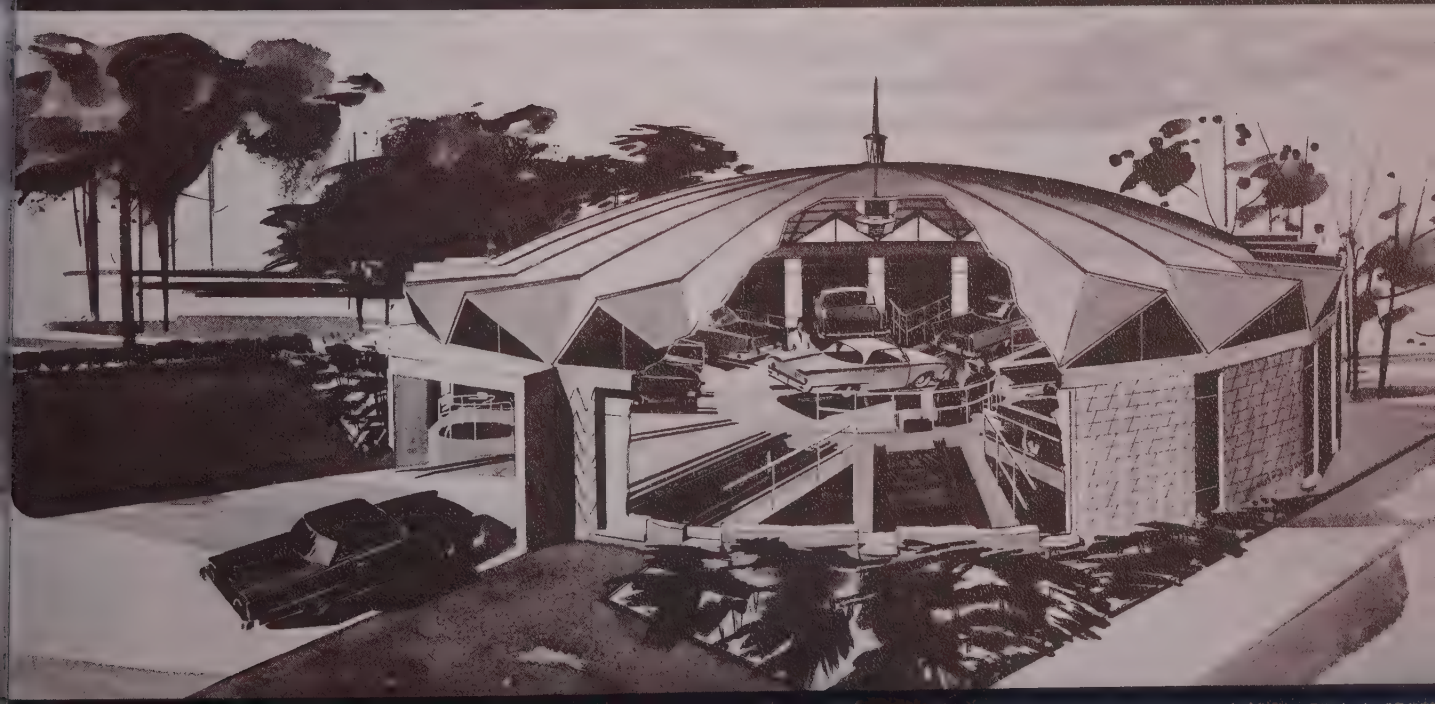


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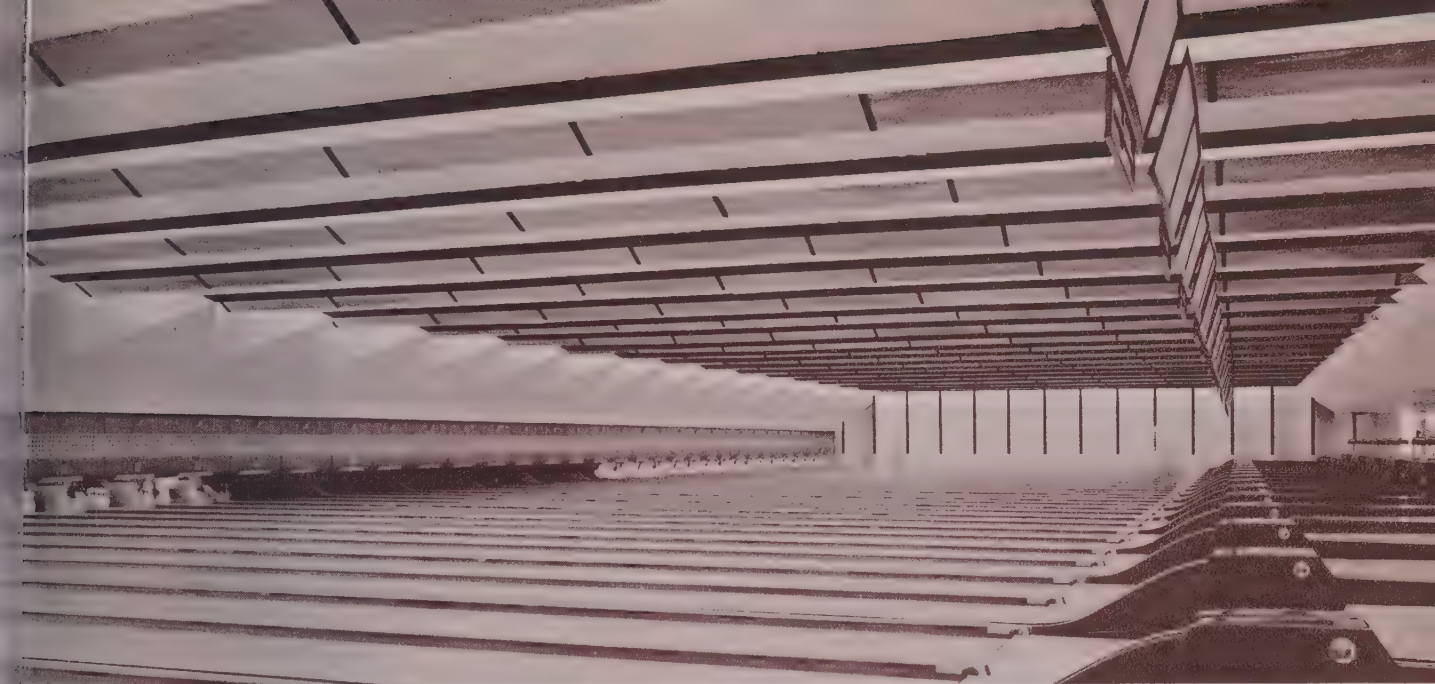




SECOND HONOR AWARD
1959 Annual Awards Program
The Detroit Chapter of the
American Institute of Architects



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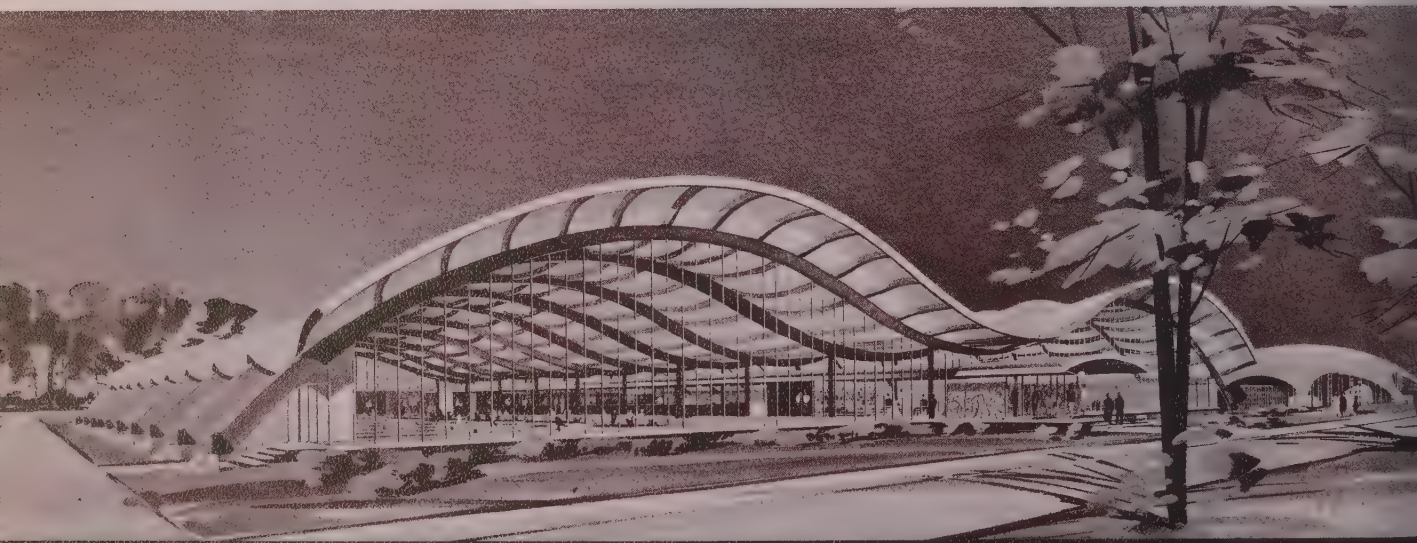


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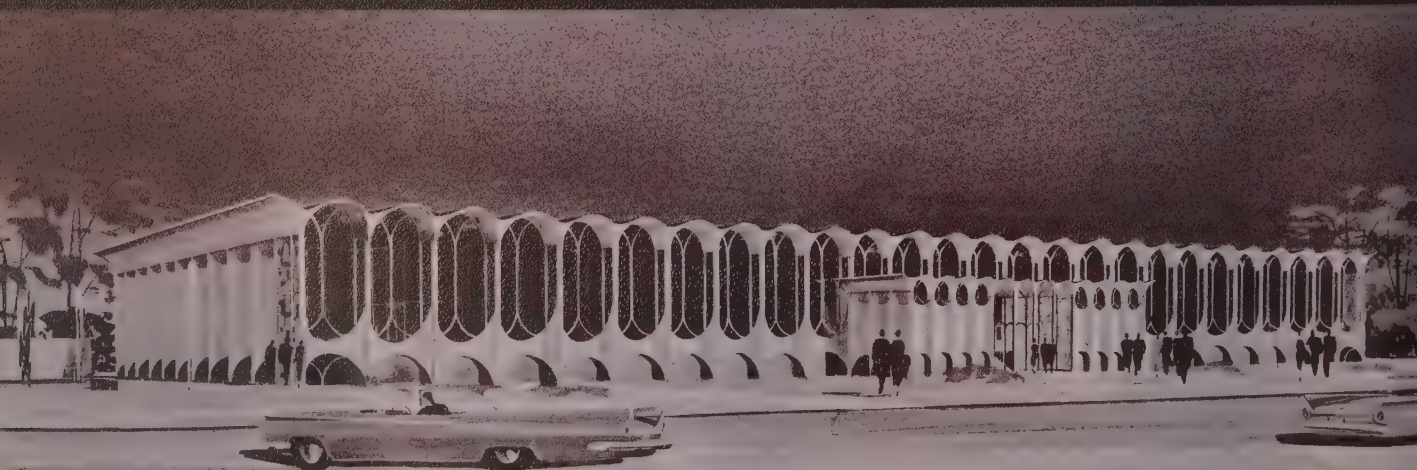


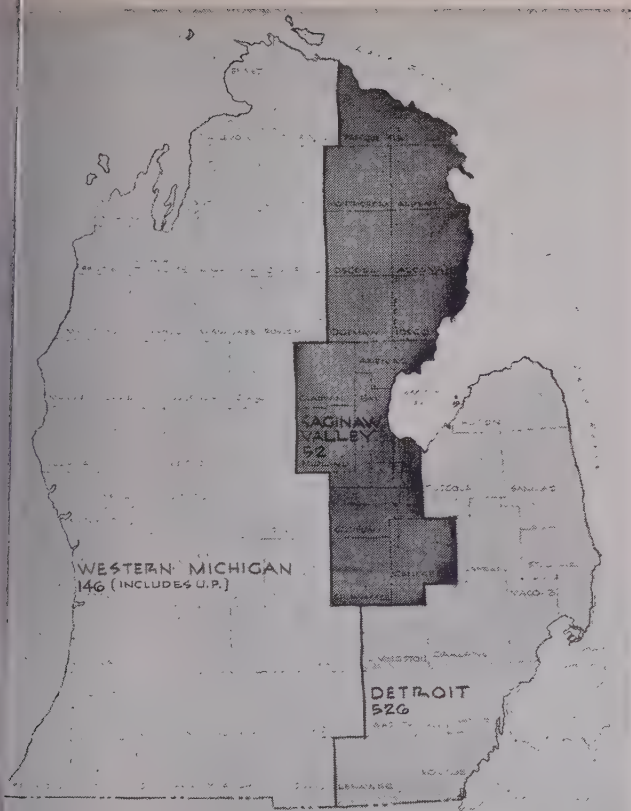
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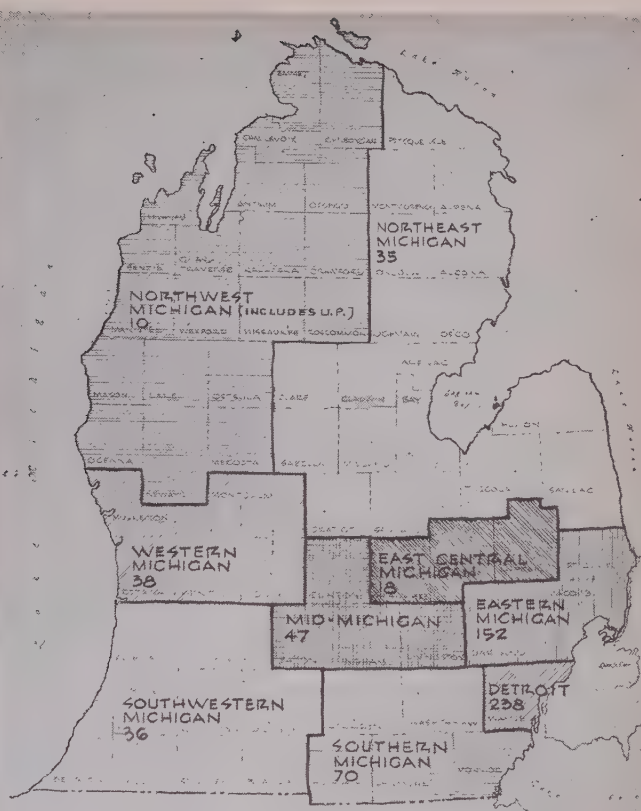
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EXISTING A.I.A. CHAPTERS MAY, 1960

EXISTING CHAPTERS



PROPOSED BOUNDARIES OF A.I.A. CHAPTERS JULY, 1960
MICHIGAN SOCIETY OF ARCHITECTS

PROPOSED CHAPTERS

Minutes, Joint Meeting M. S. A. Administrative Study Committee and Special Representatives, A. I. A. Chapter, Albert Pick Motor Hotel, East Lansing, Wednesday, June 15, 1960

EDITOR'S NOTE: AIA members in the Lansing area have applied for charter of a chapter there and members in the Flint area have applied for charter of their own chapter. Aside from these two, there appears to be no movement at present toward establishment of other chapters in Michigan. The map showing "proposed chapters" is therefore in the nature of a "master plan," looking toward what might take place at some future time. It is merely the result of studies of the MSA Administrative Study Committee.

concerning formation of a new chapter to be called the Central Michigan Chapter involving Ingham, Clinton, and Jackson Counties, now part of Western Michigan.

Reference was also made to the Flint Area architects which group Robert Gazall represents and is serving as President. He reported that Saginaw Valley Chapter Board of Directors had consented to give up Genesee County and possibly Shiawassee and Lapeer Counties.

A general discussion took place regarding the present boundaries of the three chapters and the inequities in membership. It was recognized that certain pressures exist for the formation of other chapters and that these should be recognized to achieve better representation for the individual A. I. A. member. Distances are becoming a factor, together with the growth of our cities since the present three chapters were formed. It was pointed out by Regional Director Smith that these pressures are natural and should be recognized by the Institute to result in greater Chapter attendance and individual participation in A. I. A. matters.

Mr. MacMahon distributed maps showing present boundaries and it was generally agreed that we should attempt to define new boundaries as a recommendation

to the existing chapters. In establishing the suggested boundaries, many factors were considered such as:

Concentrations of architects in sufficient number to function as a chapter, related trade centers, areas related by water shed or other geophysical factors, distances for travel to chapter meetings, existing groupings of architects in Flint, Grand Rapids, Kalamazoo, and Lansing now meeting as a functioning unit.

It was concluded after much discussion that Michigan might well be divided into

9 chapters named as follows:

Northwestern Michigan, 10 members; Northeastern Michigan, 35; Western Michigan, 38; Southwestern Michigan, 36; Midwestern Michigan, 47; Southern Michigan, 70; Eastern Michigan, 152; East Central Michigan, 18; Detroit, 238.

It was further agreed that the recommendations of this committee be published in the M. S. A. bulletin, together with maps showing the above 9 Chapters, as well as the existing three chapters.

C. H. MacMAHON
Chairman

Present were: C. A. OBryon, C. H. MacMahon, George Sprau, Walter Sanders, Clifford Gibbs, Linn Smith, Robert Gazall, Carl Zillmer, Richard Frank.

Absent: Eberle M. Smith, Fred Wigen, Peter Vander Laan, William Lyman.

Mr. OBryon referred to correspondence

THE DETROIT CHAPTER, A. I. A. SECOND ANNUAL AWARDS PROGRAM FOR BUILDINGS COMPLETED DURING THE PREVIOUS CALENDAR YEAR

purpose	To recognize and publicize good design by Chapter members.
eligibility	Any building designed by a corporate member of the Chapter and constructed in Michigan during 1959 may be submitted. Members of the jury are not eligible.
awards	Awards will be based on excellence of design. There will be a first award for "Best Design of the Year." A second award for "Excellent Design," and two additional "Honorable Mentions." Awards will consist of plaques suitable for mounting on the wall.
submissions	<p>Entries shall be mounted on a 20" x 30" sheet of illustration board used vertically. Each submission shall include and be limited to the following:</p> <ul style="list-style-type: none">A) 8" x 10" Photograph of the site plan.B) 8" x 10" Photograph of the floor plan or plans.C) 8" x 10" Photograph of the exterior of the building.D) 8" x 10" typewritten sheet containing information the architect considers pertinent.E) Optional—One additional 8" x 10" photograph of either the interior or exterior of the building. <p>Photostats may be submitted, photographs may be in color.</p>
deadline	All submissions must be received at the Detroit Institute of Arts receiving room by October 3, 1960. Judgment will take place in time for awards to be presented at the Chapter's October meeting.
jury	<p>The previous year's award-winners plus the Chairman of the Education Committee for the Chapter will serve as jurors. The Jury will be composed of: Herbert L. Hawthorne, A.I.A., Harry S. King, A.I.A., Prof. William Muschenheim, A.I.A., Suren Pilafian, A.I.A., Linn Smith, A.I.A.</p> <p>Talmage C. Hughes, F.A.I.A. will be professional adviser.</p>
entry fee	There will be an entry fee of five dollars for each submission. Checks should be made payable to the Detroit Chapter, A.I.A. and sent under separate cover to Talmage C. Hughes, F.A.I.A., 120 Madison Avenue, Detroit 26.
exhibitions	Selected Entries will be exhibited at the Detroit Institute of Arts during the month of November. Award-winners will be requested to prepare additional material for the exhibition.

Institute Issues

William W. Lyman, Secretary of the Detroit Chapter, AIA, suggests that we carry information about material received at MSA headquarters from the Institute in Washington that is not circulated generally to AIA members.

THE SOCIETY has a number of AIA leaflets for distribution without charge. They include The Master Builder, The Meaning of Architecture, Buildings for Business, The Contemporary House, and Facts and Fancies About School Buildings. There are also 15-minute films on these subjects, for loan at no charge.

The Society carries for sale all of the AIA standard contract forms and other AIA documents, including the accounting forms.

In addition there is a kit containing prepared talks on various subjects for use of architects appearing before groups.

The MSA leaflet, "Meet Your Architect," describes the architect's functions, and it has a card to request the "Owners' Portfolio," which contains the AIA book, "Facts About your Architect and his Work," Schedule of Recommended Minimum Fees, and other information.

THE INSTITUTE BOARD has recently passed a resolution on the eligibility of corporate membership of the Institute:

(a) Registered architects in private practice;

(b) Registered architects engaged on salary by Government or firms, so long as the work being done is architectural rather than in other fields, such as sales or administration;

(c) Teachers of architecture; editors of architectural publications.

WE ARE REMINDED that the Institute Public Relations Council and the Octagon staff are available to conduct PR workshops for regional PR committees. The Institute has issued a guide for such meetings, included suggested agenda and other useful information. The communication suggests that Robert R. Denny of Henry J. Kaufman & Associates, AIA PR counsel, or Wolf Von Eckardt of AIA PR department, will assist in preparing and conducting seminars and will appear as speakers. Their travel and expenses are paid by the Institute, but the budget does not permit both to appear on the same program, or to conduct workshops below the regional level.

INSTITUTE BOARD has passed a resolution regarding awards by components:

"AIA components may give awards only within their assigned geographic areas, unless they have prior approval from the Board of the Institute."

CHAPTER AFFAIRS COMMITTEE chairman George F. Pierce, Jr. has cited the Columbus Chapter, AIA for its document, "The First Ohioans were Do-It-Yourself boys," as Document of the Month for June, 1960. "A fine account of the architect—who he is and what he does . . . We are indebted to the Columbus Chapter for giving AIA members a most useful tool for business and public relations."

MR. J. S. PETTITT, JR., AIA has been appointed to the position of Assistant Chief Draftsman of the Architectural Department of Albert Kahn Associated

Architects and Engineers, Inc., Detroit.

In his announcement of the appointment, Sol King, President of AK, Inc. said Mr. Pettitt's background and experience and other latent capabilities, will enhance the architectural phase of the firm's work.

Mr. Pettitt joined the Kahn organization in 1951 and was made an associate early in 1960. He is a registered architect and a graduate of the University of Michigan's College of Architecture and Design. His professional affiliations include membership in The American Institute of Architects, its Detroit Chapter, the Michigan Society of Architects, and Michigan Association of the Professions.



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Suite 100, Grand Hotel, Mackinac Island, Michigan

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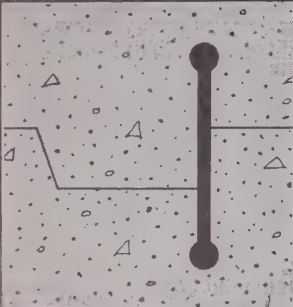
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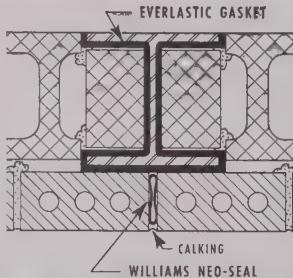
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The Large Architectural Firm And Its Operation

By **ROBERT FRANK HASTINGS, A. I. A.**
EXECUTIVE VICE PRESIDENT & TREASURER, SMITH, HINCHMAN & GRYLLS ASSOCIATES, INC., ARCHITECTS & ENGINEERS
PRESIDENT, DETROIT CHAPTER, AMERICAN INSTITUTE OF ARCHITECTS

Talk given before the Detroit Architectural Sales Representatives' Institute and the last in a series of six which appeared in this publication during the preceding months.



ROBERT FRANK HASTINGS, AIA

TO ASSIST the members of the Producers' Council to render more productive and effective service in their relationship to architectural and engineering concerns, it would appear that a three step exposition should best achieve this end.

The first step shall be to describe in some considerable detail the overall organization of a major architectural-engineering concern. Secondly a discussion of the treatment of a specific job within that concern will be presented. Finally, we will present steps which such an organization goes through to obtain and execute a single commission.

First then we consider the overall organization of a major architectural office. Basically the office is broken down into a series of blocks (see chart 1). At the top is management. This consists of the officers of the corporation and the associates of the company. Directly under this single group is the Office Management Group, the Production Management Group, and the New Project Development Group. All of these are supported by financial and legal talents, either in the form of employee departments or advisers.

The heart of the organization is the Production Management Group. This is a group comprising highly trained technical specialists responsible for creating design, executing design, and directing the supervision of construction itself.

This group includes a variety of departments including architectural design; materials and furnishings; architectural; electrical; structural; mechanical; estimating; construction; supervision, etc.

In turn, the electrical department is subdivided into departments responsible for such specifics as lighting, power wiring, and elevator work. The mechanical department is subdivided into plumbing; heating and ventilating; air conditioning; fire protection; process piping; plant layout; and material handling departments.

The Office Management Group is a non-productive supporting facility providing for such functions as accounting, purchasing, building operation and maintenance, and clerical and reproduction work.

The new project development group is also a supporting facility, in a more productive vein. Included in its functions are organizational public relations activity, preparation of brochures and presentation materials, and similar activities.

While the legal and financial departments are primarily supporting facilities for management, their service is available to all of the other major departments when needed.

This then is the overall structure of a major office. The responsibility of management is, of course, to coordinate the functions of the other three departments in order to solve the variety of problems presented by clients and in order to present the work of the firm to the public and prospective clients in such a manner as to obtain for the firm additional worthy commissions.

It should be remembered that management is an active body consisting of professional people with top level experience in their fields. This insures the client the highest degree of executive sympathy for and understanding of his problem. Management represents in fact the best brains and the proven skills and experience of the departments in a major architectural engineering organization.

Now to turn to the second phase, which will show the functional relationship between a client and a major office. (See chart 2)

The major firm attempts to build a relationship between the client and a single representative of the firm. This creates a far more efficient liaison for the client. While the client has the benefit of the entire corporate structure of the architec-

tural firm available to him, he does also have the benefit of the individual relationship with a single project coordinator. This man will service the daily needs of the client. This man should be either a principal of the firm or a man directly subsidiary to that principal. In turn the project coordinator should have a job captain.

Once these men are selected, and once they have obtained a true understanding of the client's requirements, a design team can be formed. This includes key persons from each of the major departments in production management. This team will work hand in hand with the project coordinator, in discovering and developing the client's program needs and in creating a basic design concept; developing that concept into a preliminary design and then finally carrying that design forth into the preparation of working drawing and a detailed contract documents for the building work and the mechanical and electrical work trades. The design team, in turn, is supported by both office and production management functions as may be required to meet technical and manpower needs.

A major advantage lies here to client and architect alike. The design team, supported by specialists in both office and production, can concentrate wholly upon the clients needs, with no regard for other organizational mechanics. Needless to say the client benefits thereby. The team is giving total attention to producing an unique design concept which will meet his needs, and is then developing that concept to the utmost detail.

Turning to the third segment we come to the portion which should have the most merit for members of the Producers' Council. Now, with knowledge of the structure of a large office itself, and how that office staff a particular job, it is fitting to follow the steps taken by an architect to obtain

CHART 1

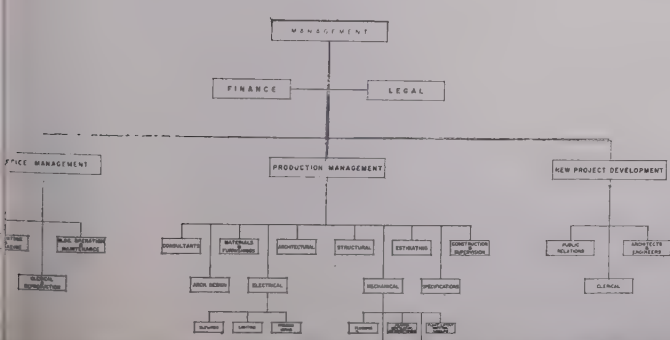
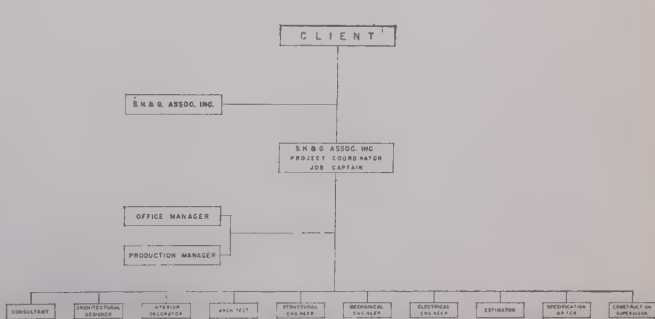


CHART 2



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and execute a commission. (See chart 3).

Here we assume a project which a client is considering. He must then interview the architect-engineer, with the latter offering his experience, background, technical history, and availability to serve the client.

The client, having ascertained that the architect is interested in helping him, the client makes a selection of a concern based upon the ability of that firm to best meet his needs and a firm whose personnel and philosophies are most sympathetic with his, the clients. The architect negotiates a fee, usually based upon an established schedule of recommended fees by the profession, and a contract is executed.

Now the architect enters into a working relationship with the client in learning his full program needs for the schematic preparation. It is here that at step four of chart three the departmental personnel of the architect enters the program. The previous steps have all been conducted at the level of management.

Here the project coordinator, job captain, and the design team become realities, with the project coordinator and designer living with the client to most fully understand the detailed program needs, philosophy, and financial problems of the client. The architect will consider organization and operation, future expansion, special needs or problems, and a final analysis of the client's requirements which will provide the intrinsic character of the finished project.

The result is the creation of a basic concept to meet the client's needs. Once this is achieved, the fifth step takes place, where preliminary plans and specifications and estimates are created showing how the many components of the concept will be combined into a design package which fully meet all client requirements.

It is at this stage (stage five) that special research and testing must be carried out in order to determine the basic ma-

terials and systems which will be used in the complete structure.

Through all of these steps the architect retains the closest possible working relationship with the client in order that the latter fully understand the reasons for the design decisions which are made.

Once the preliminary designs are approved, the design team, supplemented by additional personnel from the production departments, develops complete working drawings. Specifications, and cost estimates are prepared which will assure sound competitive bidding for the physical construction work.

The next three steps deal with the selection of bidders, the taking of bids and the awarding of contracts and approval of sub-contractors.

In the final stage, the actual construction itself, the architect engineer acts in an overall supervisory capacity, furnishing technical services from his home office and in the field in supervision of contractors, checking of shop drawing, selection of materials and general inspection. It is at this stage that one achieves the real purpose of the entire undertaking. That is the complete project ready for the client, and is the physical manifestation of what began at stage one in a meeting between two or three men.

As far as the members of the Producers' Council are concerned, their most effective work can be performed during stage four, five and six. During the development of the program and the schematic stage the representatives of concerns in the Producers' Council can be of great assistance by furnishing the architect and engineer with technical information concerning their products in order that the architect may honestly and intelligently evaluate the products in relation to the project. At this stage broad decisions are made. However in the fifth stage the Producers' representative can be most productive because it is at this point that final decision upon basic materials and basic systems is made.

It is most important that a Producers' Representative seeking to convey information about his product to the architect-engineer, with an idea of its application to the project, do so at the inception of stage five.

Later it becomes very costly to change basic decisions, once working drawing and specifications have been developed.

During step six the Producers' Representative can be of extreme value to the architect in supplying whatever technical information is necessary in order that the materials and systems to be used are properly specified and detailed.

The next four steps require that the producer shift his emphasis from the architect-engineer to the contractor. It is here that he will finally obtain his written contract.

In the final stage the producer has the follow up task of actually supplying his material or his equipment to the contractor; furnishing the shop drawings. As the contractor must obtain approval from the architect there is still somewhat of a relationship between the producer and the architect through the contractor.

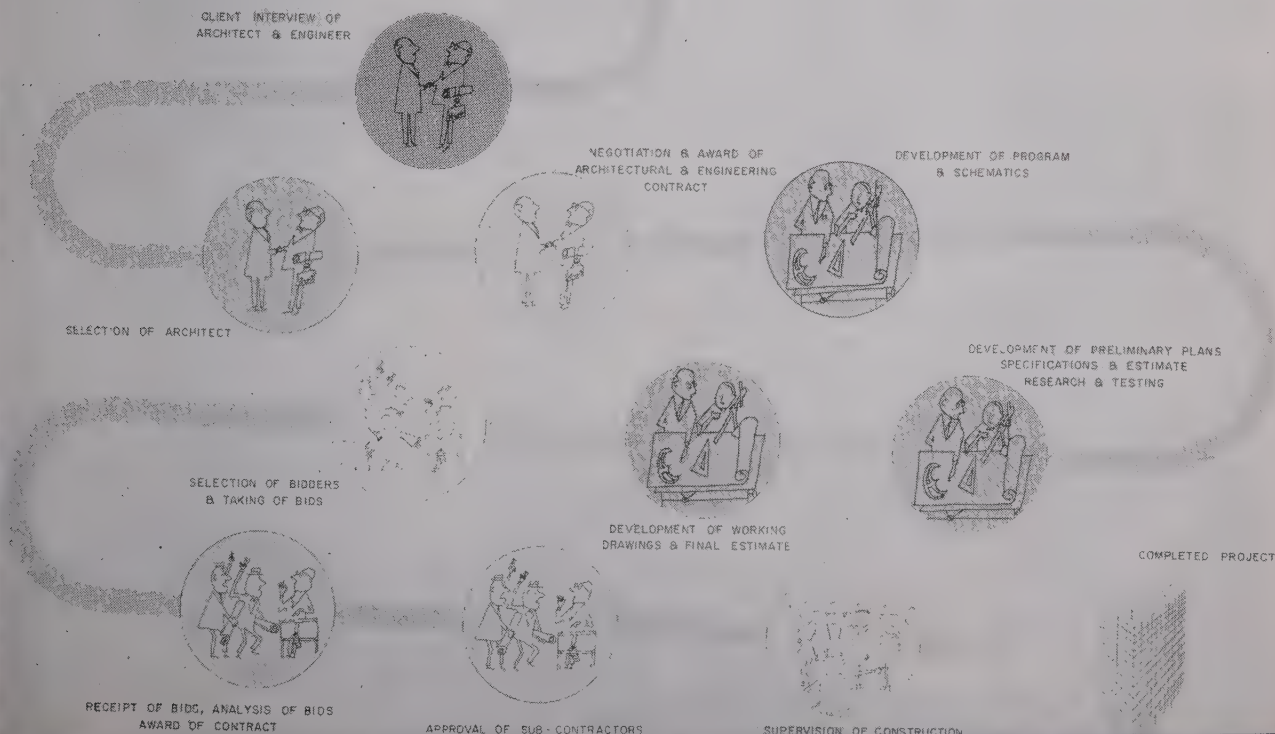
To the producer there is little he can productively pursue with the architect-engineer before step four and after step seven. Timing is all important to the Producers' Representative.

Too, the Producers' Representative would do well to realize that the day of glad-handing salesmen is in the past in dealing with major architectural concerns. The architect is more interested in information, in assistance in the solution of a complex technical problem.

The Producers' Representative would also do well to keep abreast of personnel changes in major architectural organizations, or new men rising in stature within the organization.

It is perhaps summed up by the old journalistic precept—"Always smile at the office boy. He may be tomorrow's editor."

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Estimating School – 1960 Fall Term

The Estimating School, operated by the Builders' & Traders' Exchange of Detroit since 1936, will again offer two courses this fall. The chief training aim is skill in interpreting plans and the "taking off" of quantities and materials for the architectural trades. Each student works directly from a complete set of plans and specifications.

The two courses are "Introduction to Estimating" held Monday evenings beginning September 12th and "Construction Estimating," held Tuesday evenings beginning September 13th.

"Introduction To Estimating" is an overall course in plan reading, measure-

ment and interpretation designed to make the student thoroughly familiar with working plans and specifications. It includes the necessary background and some of the basics of estimating. Anyone working in the construction industry or allied fields with a minimum of a high school education including ordinary arithmetic is eligible.

"Construction Estimating" is more advanced and is directed to the systematic "take off" of quantities with emphasis on pricing and costs. This is a particularly valuable course for experienced estimators in that it acquaints them with the new systems and procedures in quantity "take offs". To be eligible for

this class, one must have completed the "Introduction to Estimating" course, or be familiar with commercial plan reading, interpretations and measurement.

Registration for the Fall Term will be held Thursday evening, September 8th from 6:30 P.M. to 8:30 P.M. at the Exchange offices, 2210 Park Avenue between Columbia and Montcalm. Persons expecting to enroll must pay tuition fee of \$25.00 at that time.

Michael F. Kenny is the instructor. Classes are held one night a week for 15 weeks at the Builders' & Traders' Exchange, 2210 Park Avenue. For discussion of eligibility or any other information call WOODWARD 2-5500.

Aquarama Cruise

The second annual cruise aboard the S. S. Aquarama, sponsored by the Entertainment Committee of the Exchange, was enjoyed by nearly 600 Exchange members and guests including several architects and their wives. Also aboard were several hundred members and guests of the Greater Detroit Board of Commerce.

Features of the evening included a leisurely cruise on Lake St. Clair to the Flats and vicinity, returning about five hours after the 6:00 P.M. departure. A fine buffet dinner was served and a well balanced program of entertainment was provided. There were orchestras for dancing, a variety floor show, singing hostesses; entertainment in two theaters, television viewing, deck games and refreshment facilities.

The weatherman cooperated punctually for despite a threatening sky not a sprinkle of rain was felt until fifteen minutes after the ship returned to her dock. All in all it was a most enjoyable evening and the majority of those aboard are looking forward to a similar affair next season.

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Business Industry Education Day



PICTURES ON THIS PAGE WERE TAKEN AT OUR SPRING DAY'S PROGRAM FOR TEACHERS OF LANSING. THEY WERE SHOWN VARIOUS ARCHITECTS' OFFICES. HAD LUNCHEON AT DINNES TERRACE ROOM AND TAKEN ON A TOUR OF THE ST. LAWRENCE HOSPITAL JOB



COMING EVENTS:

August 4th — Bowling Leagues Meeting — Exchange Building — 7:30 P.M.
August 9th — "Sports Day" — Outing and Industry Dinner — Duck Lake — All Day and Evening
October 8th — Annual Football Party — Michigan State University vs. Iowa
November 1st — "First Ladies Night" — Civic Center — 6 P.M.

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THE BUILDERS AND TRADERS EXCHANGE OF GRAND RAPIDS is holding its 49th Annual Summer Outing on July 28, 1960 at Green Ridge Country Club in Comstock Park, Michigan.

During the years, this has been the outstanding summer event for the Construction Industry in Western Michigan. More than 300 members and guests attend the outing and more than 100 golfers take to the fairways during the day.

This year's outing is featuring a softball game between the Architects and Suppliers vs. Contractors and Sub-Contractors. A "Barrel of Suds" is being furnished for the dry throats of all players.

Dinner is being served at 7:30 p.m. followed by entertainment, awarding of golf prizes and door prizes.

All persons interested in the Industry are welcome to attend. Phone reservations to GL 8-1173.

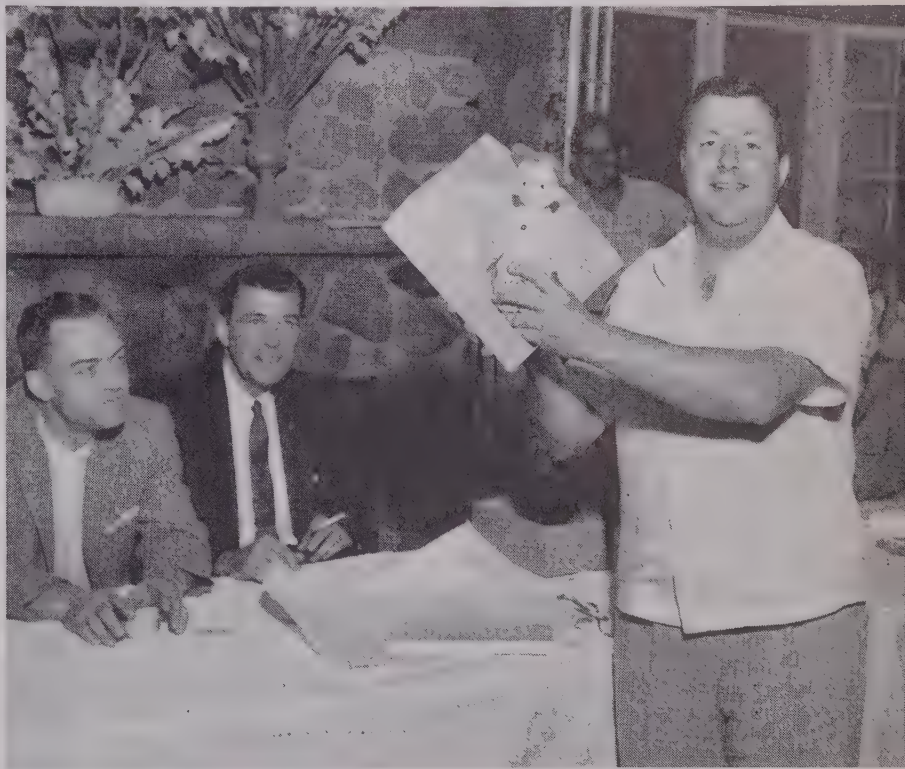
1960 - 1961 Buyer's Guide For Construction Industry

Builders and Traders, Inc. is now in the process of preparing the 1960-1961 edition of the Buyer's Guide for the Construction Industry. This guide will go to press about September 1, 1960.

This Buyer's Guide has been published by the Exchange for the past 30 years and is distributed to architects, contractors, maintenance personnel and public and school officials in the State

of Michigan. It gives our members the opportunity to list their products, by classifications, in a bound book designed for the use of buyers of Construction products. Advertising is also carried in the Guide to further promote sales.

The 1960-1961 Buyers Guide will contain more than 100 pages of vital information and we urge all companies selling Construction in Michigan to use this tool for greater results in sales.



RIGHT: Smiling Lee Bailey of Michigan Certified Concrete Products Co. shows his prize as winner for the outstanding softball player in last year's Outing. Seated, from left to right, are Gordon Granger of Evans & Retting Lumber Co. and next to him that handsome and debonair gentleman of the Michigan Chapter of The Associated General Contractors of America, Manager George W. Combs. In the distance, standing by the door, is your Secretary-Manager Win Burbridge enjoying the proceedings

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New Designs in Aluminum

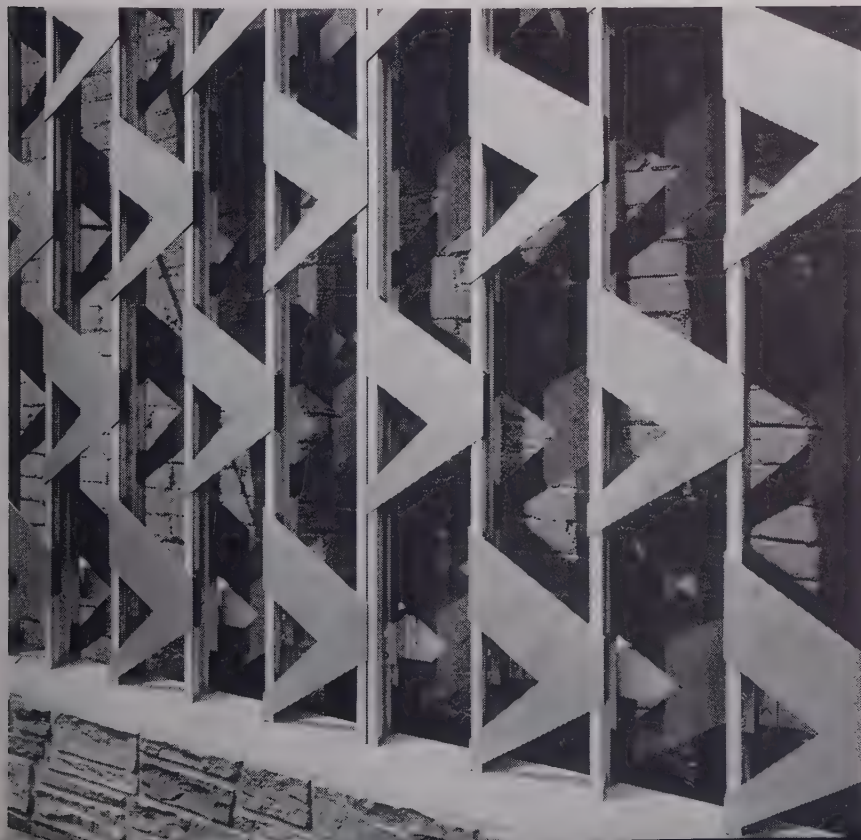
by HENRY CLAY HALL
Aluminum Company of America

DESIGN VERSATILITY within the economies afforded by mass production, a key to the continuing quest for texture and form in architecture, is now available in two new solar shading and decorative screening systems by Aluminum Company of America.

The first of these, Sol-Dec, is an all-extruded system offering an economical solution to the need for face-lifting outdated structures. It also is expected to find wide use in new construction, including overlays for cooling towers, elevator penthouses, lobby walls, vision screens, and barriers for terraces, gardens, and swimming pool areas.

"Whether Sol-Dec is used as a solar shade for a complete building, as screening, or as decorative panels, the design possibilities of this system are limited **RIGHT:**

Alshade, the latest in Aluminum Company of America's line of solar and decorative screens, is a combination of cast, interlocking circles. It is available in three versions, and in a selection of 11 colors.



only by the architect's imagination," says M. C. Schoetz, Alcoa's manager of building product sales.

Eleven standard patterns of Sol-Dec are being offered in a range of 11 hues.

The second system, Alshade, is a circular, cast aluminum screen. Currently available in a popular "Shad-O-Wheel" version, additional patterns individually designed by architects are contemplated.

Three variations of the "Shad-O-Wheel" pattern are now being produced: a unit consisting of front and back mating circles having an over-all depth of four inches; a single circle with a special back plate, and having a depth of two and nine-sixteenths inches; and a unit consisting of two mating back-up plates assembled back-to-back. All three units are finished in a choice of 11 colors.

LEFT:

This Sol-Dec Screen, recently introduced by Aluminum Company of America, has been used to up-date the face of a manufacturing building. The screening system is composed of three interlocking extrusions.

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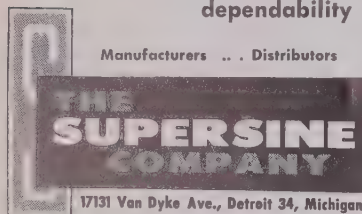
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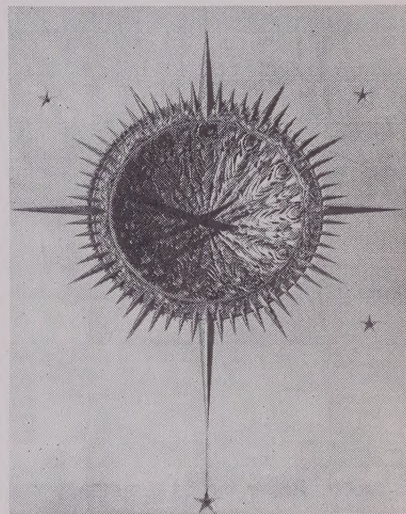
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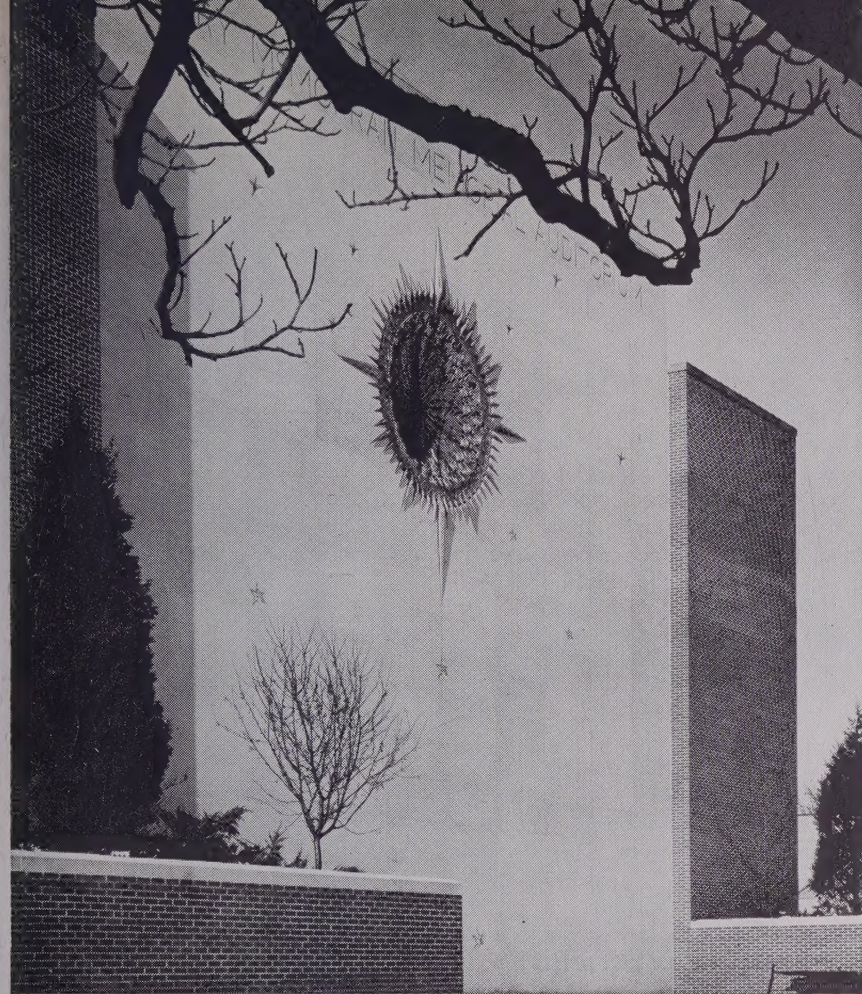
August '60 Monthly Bulletin

Products News

the aura of a stained glass window. The stars are of carved clear lucite which also



Maurice C. Hartwick Photos



AMERICAN SCULPTOR MARSHALL FREDERICKS designed clock and star motif on front facade of Henry McMorran Memorial Auditorium in Port Huron, Michigan.

The Clock, 20 feet in diameter from point to point, is of gold anodized cast aluminum and filigreed so that at night the lighting within comes through the clock and gives

serve as a media for soft illumination in the night. Architect for the building was Alden B. Dow, FAIA, Midland, Michigan

THE ASSOCIATED GENERAL CONTRACTORS of America, Detroit Chapter, Inc., have moved into their recently completed office building. Located at the corner of Schaefer and Curtis, near James Couzens, the address at the new building is 18100 Schaefer Highway, Detroit 35, Michigan. The new telephone number is Diamond 1-4171. William E. Stewart, Secretary; Stanley E. Veighey, Manager of Labor Relations; and Henry S. Hunt, Assistant to the Secretary, will all maintain their offices in the new building.

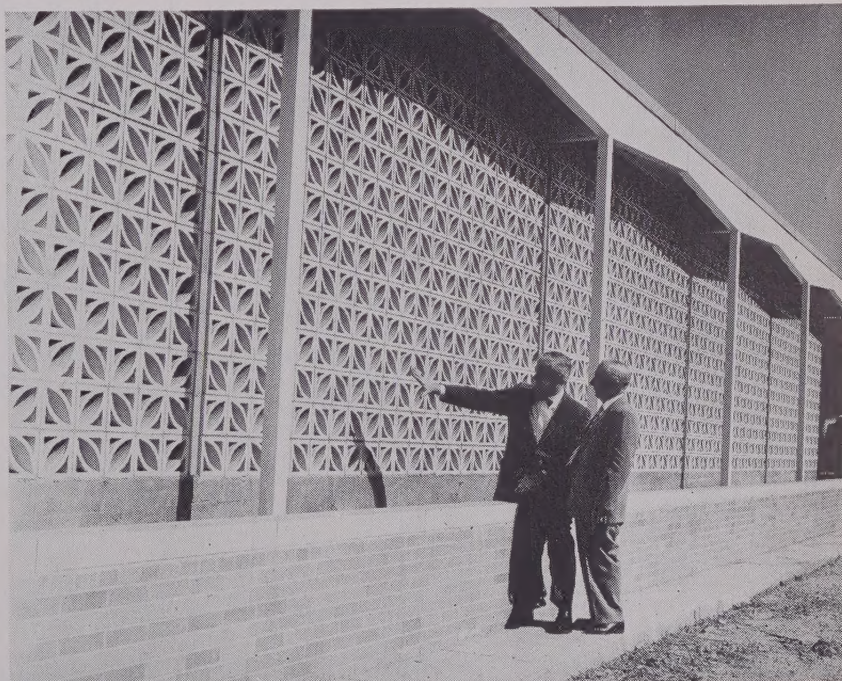
N. W. HAMILL CO., 1430 E. Larned St., Detroit 7, Mich., has been named representative in the Detroit area for Cutler Metal Products Co., of Camden, N. J., manufacturers of metal partitions.

AUGUST 9 — LAKE POINTE COUNTRY CLUB
St. Clair Shores

SEPTEMBER 20 — WESTERN GOLF & COUNTRY CLUB
Detroit

OCTOBER 11 — DEARBORN COUNTRY CLUB
Dearborn

OCTOBER — 8th ANNUAL DINNER DANCE
(Date to be announced later)



ARCHITECT JAMES ELLIOTT GIBSON, AIA, (left), project administrator at Harley, Ellington & Day, Inc., Detroit architects and engineers, and Sam Burtman, Century Brick Co., examine specially designed shadow-wall at the near-complete Down-

river YMCA-YWCA, in Wyandotte, Michigan. The specially designed extruded brick was designed by Gibson and has been named after him by the manufacturer. The Malvern Brick & Tile Co. in Malvern, Arkansas, who has added it to their national line

Bulletin Board

HOAXES, the Bulletin Board has told you so long ago, as you well remember, have been with us ever since the first cave man described the dinosaur that got away. In 1938 an "eyewitness account" of a Martian invasion spread panic. In the 1920s a group of people named Drake invested millions in a scheme to settle the \$400 billion "estate" of Sir Francis Drake. The instigator got 10 years, the Drakes—nothing. America was stunned in 1868 by the discovery of a "petrified man." He proved to be a gypsum statue carved in 1867.

Now comes a Grand Rapids report in which an architect hung up a box in his office with a sign "Help the Needy." About 50% of his customers wanted to know what needy. Mr. Allen wasted no words. "Me," he said. The other half asked no questions, merely dropped in folding money and silver. Also a couple of campaign buttons, a few peanuts and a spoon. Roger turned the money over to the Salvation Army.

A FLASHY CHARACTER charged into a Miami bar, demanded a double Scotch downed it at one gulp, planked down a \$5 bill and walked out. The bartender folded the five spot carefully, pocketed it and remarked to the remaining bar flies, "Can you imagine a phony like that? He laps up a double Scotch, leaves a \$5 tip—and beats it without paying for his drink."

ROBERT FOULK, character actor in Bob Rockwell's "Man from Blackhawk," is an architectural draftsman when not before the TV cameras. He studied architecture at the University of Pennsylvania. Acting is his first love, though, but he keeps his hand in at architectural drafting because he finds it good for the pressures of acting.

DETROIT'S NEW COBO HALL now under construction WILL BE FEATURED at time of completion IN OUR OCTOBER ISSUE

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TYPEWRITER ART was a pastime formerly entered into by readers of The Detroit Free Press.

Each holiday season readers liked to turn artists, using their typewriters instead of pens. The paper published the results of their artistic efforts.

SPECIFICATION WRITERS should not use bureaucratic double talk, according to the late Ben John Small, authoritative writer on the specifications. He quoted a New York City plumber who wrote the Bureau of Standards that he had found hydrochloric acid good for cleaning clogged pipes. The bureau's response was: "The efficiency of hydrochloric acid is indisputable but the corrosive residue is incompatible with metallic permanence."

The plumber wrote back that he was glad. The bureau replied, "We cannot assume responsibility for the production of toxic and noxious residue with hydrochloric acid and suggest you use an alternative procedure."

By return mail, the plumber told how glad he was that the Government agreed with him. In desperation the bureau broke down and wrote the plumber in plain language: "For Heaven's sake, don't use hydrochloric acid. It eats hell out of the pipes."

ATTENDANCE AT MEETINGS is a problem common to most chapters, according to a recent report of the Chapter Affairs Committee of the AIA.

Alvin E. Harley, FAIA once asked the late Marcus Burrowes, FAIA if he were going to attend the Detroit Chapter's annual meeting.

"No," said Marcus, "I went last year."

HORACE SUTTON finally cleaned out his desk. In the dark recesses of one drawer he found some unused penny postcards.

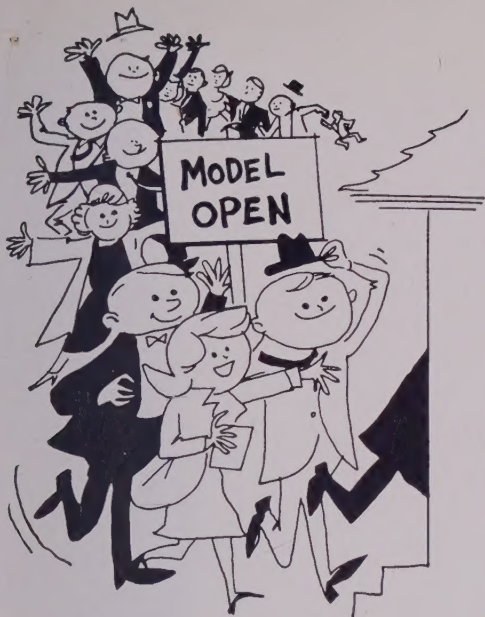
SOME ONE who did not care for the Rev. Richard Debell, Louisville, Ky. minister of Gethsemane Baptist Church, asking for applicants for his pulpit and 150 ministers applied in three days.

Many years ago the Bulletin published the accompanying sketch by Arthur K. Hyde, FAIA, who was then secretary of the Detroit Chapter, AIA. The Chapter's executive committee met in Windsor, and this was Art's impression of Detroit's skyline as seen from across the river.

FROM AIA CONVENTION: A Texan, visiting a Cabot in Boston, as a guest in his home, was so appreciative that he asked his host what he could give him as a token. The host had just about everything but finally said he would like golf clubs. When the Texan returned home he wired the host that he had bought for him six golf clubs, and he added—only four have swimming pools

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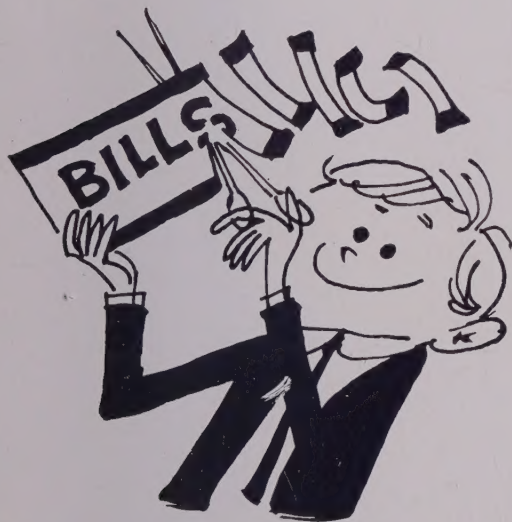
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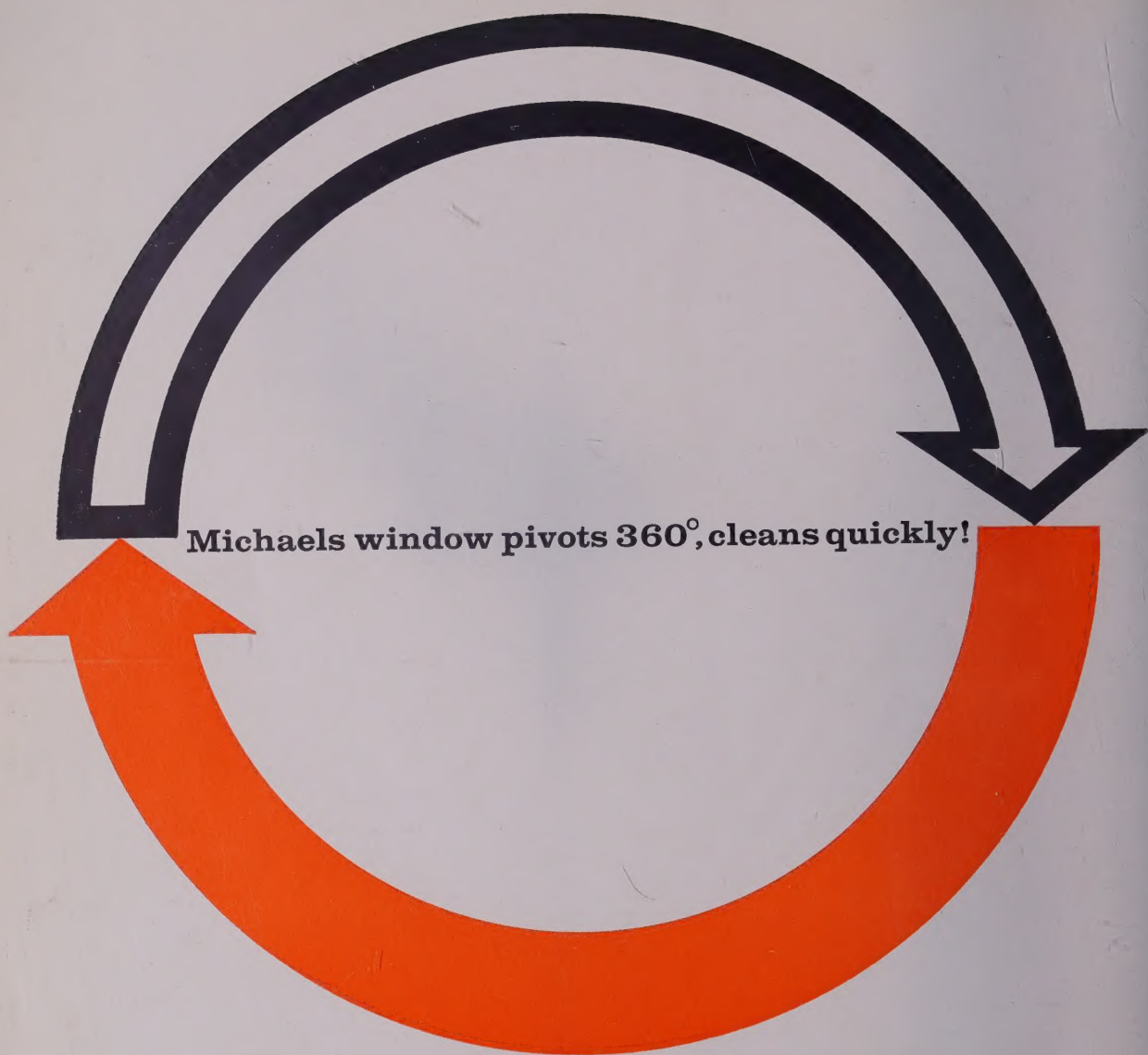
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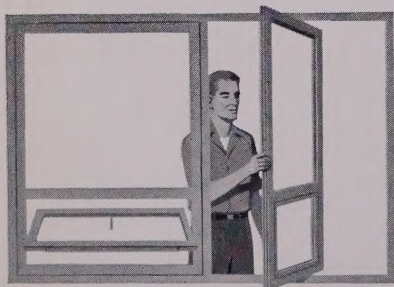
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